NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

August 11-17

Sunday, August 11

4:30-5 p.m. -- ZOO PARADE -- "Jackson Hole Wildlife, Part II," filmed in Grand Teton National Park in Wyoming.

9-10 p.m. -- THE ALCOA HOUR -- "The Trouble with Women," starring Walter Matthau, Audrey Christie and Hiram Sherman.

Monday, August 12

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Eugenie Grandet."

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray. Guests - Ben Blue, Zsa Zsa Gabor, Arnold Stang and singer Ezio Stuarti.

Tuesday, August 13

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "First Love."

Wednesday, August 14

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Lost Survivors."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Circle of Fear," starring Farley Granger, Sylvia Sidney, Don Dubbins and Lee Remick.

(more)

2 - NBC Color Telecast Schedule

Thursday, August 15

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Time for Action."

10-11 p.m. -- LUX VIDEO THEATRE -- "Judge Not."

Friday, August 16

1:30-2:30 p.m. -- CLUB 60.

NOTE: "NBC Matinee Theater" will be telecast in black and white only today, not in color as previously announced.

Saturday, August 17

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- Connie Boswell, Peggy King, Harvey Stone, Norman Erskine, Alcetty and Ralph Marterie and his band.

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NBC-New York, 8/1/57

Attention, Sports Editors

WAYNE DUKE NAMED AS LIAISON OFFICER
FOR NBC-NCAA FOOTBALL TV SERIES

Wayne Duke, assistant to the executive director of the National Collegiate Athletic Association, will serve as liaison officer for the 1957 NBC-NCAA football television series.

This Fall, NBC-TV will televise exclusively the national nine-date grid schedule approved by the NCAA, plus regional games on four other dates in the Eastern, Big Ten and Pacific Coast areas.

Mr. Duke's appointment was announced jointly by Asa Bushnell, program director of the NCAA Television Committee, and Tom S. Gallery, NBC Sports Director. The liaison officer serves as coordinator between the NCAA and NBC for the "Game of the Week" series.

A graduate of the State University of Iowa, Mr. Duke previously served as athletic publicity director of Iowa State Teachers College and the University of Colorado. He joined the NCAA staff in July, 1952, when the Association established its national headquarters in Kansas City, Mo.

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NBC-New York, 8/1/57

MONITOR
THE NBC WEEK-END RADIO SERVICE

'MONITOR' TO COVER WORLD CHAMPIONSHIP GOLF TOURNAMENT
AT TAM O'SHANTER COUNTRY CLUB AUG. 10 AND 11

ATTENTION, SPORTS EDITORS

Golfdom's richest plum -- The World Championship Golf Tournament -- from Tam O'Shanter Country Club (Niles, Ill.) will be covered by NBC Radio's MONITOR Saturday and Sunday, August 10 and 11, starting at 1:05 p.m., EDT, and continuing throughout each day.

Highlights of the final two rounds of play, interviews with top golfers and tourney officials and the crowning of the champions will be reported by NBC Chicago sportscaster Norm Barry.

First prize in the World Championship tourney is worth $100,000 to the winner of the men's professional division -- a cash prize of $50,000 plus a $50,000 exhibition contract.

Defending champion Ted Kroll will be challenged by such leaders in the golfing world as Dick Mayer, Doug Ford, Cary Middlecoff, Sam Snead and Jimmy Demaret.

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NBC-New York, 8/1/57

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC-TV NEWS

GORE VIDAL AND R.C. SHERRIFF ADDED TO GROWING LIST OF NOTED WRITERS WHOSE WORKS WILL BE ADAPTED FOR NBC'S "SUSPICION"

Gore Vidal and R.C. Sherriff have been added to the growing list of outstanding authors and dramatists whose works will be adapted for SUSPICION, the series of suspense-mystery dramas to begin on NBC-TV Monday, Sept. 30, (10-11 p.m., EDT).

Mort Abrahams, who will produce 22 live shows for the 52-week series (20 will be on film, 10 will be repeats) announced the purchase of the properties and the writers signed to adapt them.

Vidal's "Please Murder Me," based on an episode in his novel "Judgment of Paris," will be adapted by Sarette Rudley. "Home at Seven," R.C. Sherriff's play will be adapted by Joe Schrank. Ralph Richardson starred in the London stage production and there is a possibility he will repeat his role in the teleplay.

"The Unstoppable Man," an unusual kidnap story by Michael Gilbert has also been acquired for the series. Leo Davis is doing the adaptation.

Among the authors whose works have already been acquired for the series are John Steinbeck, Patrick Hamilton, James Parish, Charles K. Freeman and Gerald Saber.

The live "Suspicion" shows will originate in New York with the production unit headed by S. Mark Smith as exec ive producer and Mort Abrahams as producer. Alfred Hitchcock and Alan Miller are executive producers of the two units that will produce the "Suspision" shows on film in Hollywood.

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NBC-New York, 8/2/57

FEATHERS IN HIS CAP

Television fans will be pleased to hear that Washoha itit Chanaha imaiya returns to his teepee in mid-Manhattan on Monday, August 12.

(Translation: Dave Garroway, honorary chief of five Oklahoman Indian tribes, is coming back to NBC-TV's TODAY show (7-10 a.m., EDT, Mondays through Fridays) after a seven-week vacation.)

PUTTING ON THE DOG--CLEO MAKES MAGAZINE COVER AGAIN!

Cleo, the talking basset hound of NBC-TV's THE PEOPLE'S CHOICE, has become a three-time cover canine for TV Guide.

The Aug. 3 edition of TV Guide features Cleo, in color, gazing wistfully from the cover. Cleo was featured on the TV Guide cover on two other occasions -- once alone and once with "The People's Choice" star Jackie Cooper.

The cover picture of Cleo is accompanied by a story entitled "Cleo Gets in Her Licks."

"The People's Choice" is telecast on NBC Thursdays at 9 p.m., EDT.

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NBC-New York, 8/2/57

NBC-TV NEWS

CREDITS FOR 'DRAGNET' ON NBC-TV

TIME:	NBC-TV, Thursdays, 8:30 p.m., EDT; Fall series starts Sept. 26, 1957.
ORIGINAL STARTING DATE:	Jan. 3, 1952
STAR:	Jack Webb as Sgt. Joe Friday.
FEATURED PLAYER:	Ben Alexander as Officer Frank Smith.
CAST:	Varies each week.
FORMAT:	A dramatized series depicting the great variety of cases which the police are asked to handle, many of them involving other persons than hardened criminals. All episodes are based on cases from the files of the Los Angeles City Police Department.
PRODUCER:	Jack Webb
DIRECTOR:	Jack Webb
ASSISTANT DIRECTOR:	Harry D'Arcy

(more)

TECHNICAL ADVISORS:	Office of Chief W. H. Parker of Los Angeles Police Department.
WRITERS:	Frank Burt, James Moser, John Robinson and Michael Cramoy
DIRECTOR OF PHOTOGRAPHY	Edward Coleman
SUPERVISING FILM EDITOR:	Robert M. Leeds
CASTING DIRECTOR:	Herm Saunders
SET DESIGNER:	Field Gray
MUSIC COMPOSED AND CONDUCTED BY:	Walter Schumann
ORCHESTRATIONS:	Nathan G. Scott
NARRATORS:	George Fenneman and Hal Gibney
SPONSOR:	Liggett and Myers Tobacco Company
AGENCY:	Dancer-Fitzgerald-Sample, Inc.
ORIGINATION:	Mark VII studios in Studio City, Calif.
NBC PRESS REPRESENTATIVES:	Kay Mulvihill (Hollywood) Bob LeDonne (New York)

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NBC-New York, 8/5/57

NBC TELEVISION NEWS
A SERVICE OF RCA

August 5, 1957

PHILIP MORRIS CIGARETTES PURCHASES HALF-HOUR ALTERNATE-WEEK SPONSORSHIP OF NBC-TV'S "SUSPICION," MAKING FULL-HOUR SERIES THREE-QUARTERS SOLD OUT

Philip Morris Cigarettes has purchased a half-hour alternate-week sponsorship of NBC-TV's SUSPICION, making the new suspense-mystery drama series which bows on the network Monday, Sept. 30 (10-11 p.m., NYT) three-quarters sold out. The Ford Division of the Ford Motor Company has already signed for sponsorship of a full-hour of the program on alternate Monday evenings.

Announcement of the Philip Morris sale was made today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

N.W. Ayer and Son, Inc., is the advertising agency for Philip Morris Cigarettes.

"Suspicion," which will be produced in the Alfred Hitchcock tradition, will present top stars in works of outstanding authors and dramatists. Bette Davis, Audie Murphy, E.G. Marshall, Nancy Kelly and Donna Reed have already been signed to play leading roles in the series, which will telecast 22 live programs and 20 film shows by such writers as Daphne du Maurier, Gore Vidal, R.C. Sherriff, John Steinbeck, Patrick Hamilton, James Parish, Charles K. Freeman and Gerald Saber.

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The live "Suspicion" shows will originate in New York with the production unit headed by S. Mark Smith as executive producer and Mort Abrahams as producer. Alfred Hitchcock and Alan Miller are executive producers of the two units that will produce the "Suspicion" shows on film in Hollywood.

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NBC-New York, 8/5/57

NBC TRADE NEWS
A SERVICE OF RCA

August 5, 1957

NEW SHOWS COMPRISE 55 PER CENT OF NBC-TV'S REGULAR NIGHTTIME SCHEDULE THIS FALL; NETWORK ANNOUNCES PROGRAM ROSTER INCLUDING 21 ADDED PROPERTIES COVERING 12½ HOURS

About 55 per cent of NBC-TV's regular nighttime schedule this Fall will consist of new programs, Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company, announced today.

These programs new to the NBC-TV Fall schedule total 21 properties, representing 12½ hours of entertainment, Mr. Sacks said, and range in category from dramas to situation comedy, Western adventure to audience participation-quiz shows, musical-variety-comedy to mysteries.

The new entries on NBC-TV's Fall schedule join a list of returning programs that have proved to be audience favorites over the years.

Several of the new programs will be telecast in color, Mr. Sacks said, including "The Chevy Show" starring Dinah Shore and other similar top performers in the Sunday evening, 9-10 p.m., NYT, period; "The Show of Eddie Fisher" and "The Show of George Gobel" on Tuesdays, 8-9 p.m., NYT, and "The Rosemary Clooney Show" on Thursday evenings, 10-10:30 p.m., NYT. In addition, several of the returning programs will be colorcast.

(more)

Among the new drama programs are "Suspicion," an hour-long series of suspense melodramas to be produced in the Alfred Hitchcock tradition; "The Court of Last Resort," a documentary dramatic series based on the work of the famous board of crime-detection experts dedicated to freeing wrongfully convicted prisoners; "The Alcoa-Goodyear Anthology" produced by Four-Star Productions and starring such names as Charles Boyer, David Niven, Jack Lemmon, Robert Ryan and Jane Powell; and a completely new "Jane Wyman Show."

Musical-variety-comedy fare will include "The Chevy Show," "The Show of Eddie Fisher" and "The Show of George Gobel," "The Rosemary Clooney Show," a new program sponsored by the Liggett & Myers Tobacco Co. and Max Factor's cosmetics on Saturday evenings, and "The Gisele MacKenzie Show."

New panel-audience participation-quiz programs include two highly successful NBC-TV daytime shows which will bow as nighttime features -- "The Price Is Right" starring Bill Cullen and "Tic Tac Dough" starring Jack Barry -- and a new Saturday evening program with Hal March as host, "What's It For?"

Situation comedies will consist of "Sally" starring Joan Caulfield and Marion Lorne and "The Bob Cummings Show." Mysteries will consist of "The Thin Man" starring Peter Lawford and Phyllis Kirk, "Manhunt," a crime series starring Lee Marvin as a Chicago plain-clothesman; "Saber of London" starring Donald Gray; and "Meet McGraw," with Frank Lovejoy as the trouble-shooting McGraw.

(more)

New Western adventure series include "Wagon Train," a one-hour adult series dramatizing the passage of a group of pioneers in prairie schooners from a Midwestern city to a California destination around the year 1850. It stars Ward Bond and Robert Horton. Another new Western adventure series is "The Restless Gun," with John Payne.

"The Californians," a historical romantic adventure series relating the story of the Gold Rush days of the 1850's in the then unborn state of California and starring Adam Kennedy and Sean McClory, will be seen Tuesday evenings.

In addition to these new presentations, the network's schedule will offer viewers again this coming season such popular returning programs as "The Perry Como Show," "Your Hit Parade," "The Steve Allen Show," "The Loretta Young Show," "Tales of Wells Fargo," "Twenty-One," "Panic!" "Father Knows Best," "Kraft Television Theatre," "This Is Your Life," Groucho Marx in "You Bet Your Life," "Dragnet," "The People's Choice," "The Ford Show Starring Tennessee Ernie Ford," "Cavalcade of Sports," "Red Barber's Corner" and "People Are Funny." Of these, "The Perry Como Show," "Your Hit Parade," "The Steve Allen Show" and "Kraft Television Theatre" will be telecast regularly in color.

Mr. Sacks also pointed out that this regular program schedule will be complemented, as announced recently, by at least 100 special half-hour, full-hour, 90-minute and two-hour programs.

Following is the complete NBC-TV regular nighttime schedule with exact starting dates:

(more)

(All times are New York Time.
* Denotes those shows to be
telecast regularly in color)

Monday

7:30 p.m. -- "The Price Is Right" (starts 9/30)
8:00 p.m. -- "The Restless Gun" (st. 9/23)
8:30 p.m. -- "Tales of Wells Fargo" (st. 9/9)
9:00 p.m. -- "Twenty-One" (currently on)
9:30 p.m. -- "Alcoa-Goodyear Anthology" (st. 9/30)
10:00-11:00 p.m. -- "Suspicion" (st. 9/30)

Tuesday

7:30 p.m. -- "Panic!" (st. 9/10)
*8:00 p.m. -- "The Show of George Gobel" (st. 9/24)
-- "The Show of Eddie Fisher" (st. 10/1)
9:00 p.m. -- "Meet McGraw" (currently on)
9:30 p.m. -- "The Bob Cummings Show" (st. 9/24)
10:00 p.m. -- "The Californians" (st. 9/24)

Wednesday

7:30 p.m. -- "Wagon Train" (st. 9/11)
8:30 p.m. -- "Father Knows Best" (new shows start 9/25)
*9:00 p.m. -- "Kraft Television Theatre" (currently on)
10:00 p.m. -- "This Is Your Life" (new shows start 9/25)

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5 - New NBC-TV Programs

Thursday

7:30 p.m. -- "Tic Tac Dough" (st. 9/12)

8:00 p.m. -- Groucho Marx in "You Bet Your Life" (new shows start 9/26)

8:30 p.m. -- "Dragnet" (new shows start 9/26)

9:00 p.m. -- "The People's Choice" (new shows start 9/26)

9:30 p.m. -- "The Ford Show Starring Tennessee Ernie Ford (st. 9/19)

*10:00 p.m. -- "The Rosemary Clooney Show" (st. 9/26)

10:30 p.m. -- "The Jane Wyman Show" (st. 9/26)

Friday

7:30 p.m. -- "Saber of London" (st. 9/13)

8:00 p.m. -- "The Court of Last Resort" (st. 10/4)

8:30 p.m. -- "Life of Riley" (new shows start 9/13)

9:00 p.m. -- "Manhunt" (st. 9/20)

9:30 p.m. -- "The Thin Man" (st. 9/20)

10:00 p.m. -- "Cavalcade of Sports" (currently on)

10:30 p.m. -- "Red Barber's Corner" (currently on)

Saturday

7:30 p.m. -- "People Are Funny" (new shows start 9/14)

*8:00 p.m. -- "Perry Como Show" (st. 9/14)

9:00 p.m. -- A new program sponsored by the Liggett & Myers Tobacco Co. and Max Factor cosmetics. (st. 9/21)

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Saturday (Cont'd)

9:30 p.m. -- "The Gisele MacKenzie Show" (st. 9/28)

10:00 p.m. -- "What's It For" (st. 10/12)

*10:30 p.m. -- "Your Hit Parade" (st. 9/7)

Sunday

6:00 p.m. -- "Meet The Press" (currently on)

6:30 p.m. -- "My Friend Flicka" (st. 9/22)

7:00 p.m. -- "Ted Mack's Amateur Hour" (st. 9/22)

7:30 p.m. -- "Sally" (st. 9/22)

*8:00 p.m. -- "The Steve Allen Show" (currently on)

*9:00 p.m. -- "The Chevy Show" (st. 10/20)

10:00 p.m. -- "The Loretta Young Show" (st. 10/6)

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NBC-New York, 8/5/57

NBC TRADE NEWS
A SERVICE OF RCA

August 5, 1957

NBC RADIO ANNOUNCES $4,885,252 NET IN FALL BILLING

A total of $4,885,252 net in contracted Fall billing for advertisers on the air on or after Sept. 1, 1957, has been written by the NBC Radio Network, it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

"Eleven of the 38 advertisers who have placed contracts are either new to network radio or have not advertised on network radio for at least two years," Mr. Culligan said. "Their faith in radio emphasizes the growing conviction on the part of advertisers that network radio is an effective all-year sales booster and not just a Summer sales medium."

Mr. Culligan pointed out that as of Sept. 1, the beginning of the Fall season, NBC Radio's "Monitor" is almost 100 per cent sold out. The NBC daytime schedule, from 10 a.m. to 4 p.m., NYT, is already approximately 70 per cent sold out for the September-December period.

Advertisers who have contracted for time on the NBC Radio Network after Sept. 1 include: American Dairy Association; American Oil Company; American Institute of Men's and Boys' Wear;

(more)

Black and Decker; Bristol-Myers; Brown & Williamson; California Packing Corp.; Carter Products; Equitable Life Assurance Society of U.S.; Evangelistic Foundation, Inc.; Ex-Lax, Inc.; General Mills; Pepsi-Cola; Grove Laboratories; General Foods Corp. (Jell-O); Mack Trucks, Inc.; Mutual of Omaha; North American Van Lines; Northwest Airlines; Olin Mathieson; Plough, Inc.; General Foods Corp. (Instant Postum); RCA; Rexall Drug Co.; R.J. Reynolds Tobacco Co.; Skelly Oil Co.; Sterling Drug Co.; Vick Chemical Co.; Voice of Prophecy, Inc.; American Motors Corp.; Quaker State Oil; Sun Oil Co.; The Ruberoid Co.; Richfield Oil Co.; Allis-Chalmers; Billy Graham Evangelistic Association, and Lutheran Layman's League.

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NBC-New York, 8/5/57

NBC TELEVISION NEWS
A SERVICE OF RCA

August 5, 1957

'THE CHALLENGE OF SPACE,' FIRST FALL PROGRAM OF 'WIDE WIDE WORLD,' WILL TELL STORY OF MEN AND AIRCRAFT READIED FOR SPACE FLIGHTS; CAMERAS WILL VISIT RESEARCH, TESTING AND LAUNCHING SPOTS

The men and the rocket aircraft now being readied for flight into space will be put through their paces on this Fall's opening program of WIDE WIDE WORLD, Barry Wood, executive producer of the program, announced today.

For this program, titled "The Challenge of Space," (NBC-TV, Sunday, Sept. 15, 4-5:30 p.m., EDT), "Wide Wide World" will set up its live cameras at rocket research and testing centers, missile launching sites, rocket aircraft bases and other locations around the country, Mr. Wood said.

"We will trace the challenge of space from the earliest times when men first became aware of regions beyond the earth down to the present International Geophysical Year when science is on the verge of breaking through the last barriers to space travel," he said.

"We will watch the volunteers who are already undergoing the ordeal of space flight, testing the effects of plus-gravity, explosive decompression, violent spin, searing heat,

(more)

deceleration and weightlessness. We will witness the demonstration of space suits and other equipment designed for travel in space.

"We will go to a 'Rocket City' and visit the men and aircraft that travel at more than twice the speed of sound. We will talk with the scientists who are planning giant, manned space stations which will eventually be hurled beyond the earth's atmosphere to become the terminals of space travel.

"We will also look into the world of pure science as it is carried on in the laboratories where research staffs are uncovering new secrets of the Universe and are experimenting with new means of propulsion for the first actual space ship."

"The Challenge of Space" will be produced by Herbert Sussan under the supervision of Mr. Wood. Mr. Sussan and his staff are now surveying sites for the remote pickups that will make up the program.

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NBC-New York, 8/5/57

NBC TRADE NEWS
A SERVICE OF RCA

August 5, 1957

'DRAGNET' STARTS ITS NEW FALL SERIES ON NBC-TV THURSDAY, SEPT. 26

DRAGNET, outstanding TV police-action series, goes into its sixth year on NBC-TV with the start of the new Fall series on Thursday Sept. 26 (8:30-9 p.m., EDT). Jack Webb, the creator, producer, director and star of "Dragnet" continues his role as Sgt. Joe Friday and Ben Alexander is again featured as his partner, Officer Frank Smith.

When Webb first introduced the "Dragnet" series on NBC Radio in June of 1949, he set the pace for an entirely new trend in dramatic programming. It started on television in January, 1952.

"Dragnet" has won scores of awards and has been commended often, not only for its entertainment value, but also for its original and realistic approach in depicting the work of the police force in action.

Webb and Alexander are so closely identified with the roles of Sgt. Friday and Officer Smith that much of their fan mail is addressed to these fictitious characters in care of the Los Angeles Police Department.

(more)

"Dragnet," which is based on cases taken from the files of the Los Angeles Police Department, is produced, directed and filmed for NBC-TV at Mark VII studios in Studio City, Calif.

The series is sponsored by Liggett and Myers Tobacco Company through the Dancer-Fitzgerald-Sampler, Inc., advertising agency.

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NBC-New York, 8/5/57

NBC TRADE NEWS

JOSEPH C. HARSCH TO MAKE REGULAR OVERSEAS REPORTS ON NBC RADIO'S "MONITOR" AND "NIGHTLINE"

Joseph C. Harsch, veteran NBC correspondent-commentator, will make regular overseas reports on NBC Radio's MONITOR and NIGHTLINE starting next week.

Mr. Harsch, who was recently appointed London bureau chief and senior European correspondent for NBC News, will be heard during weekends on "Monitor" and at 9:30 p.m., EDT, Tuesday nights on the "Analysis at 30" segments of "Nightline."

His commentary will deal with political and economic developments on the European scene.

New York, 8/5/57

NBC COLOR TELEVISION NEWS

August 6, 1957

SALUTE TO ED WYNN ON FIRST 'TEXACO COMMAND APPEARANCE' COLORCAST WILL FEATURE THE FAMED COMEDIAN-ACTOR HIMSELF THURSDAY, SEPT. 19

Ed Wynn's fabulous half-century in showbusiness is the subject of the initial TEXACO COMMAND APPEARANCE Thursday, Sept. 19 (NBC-TV, 10-11 p.m., NYT). The hour-long colorcast will feature Wynn himself and a top line-up of present day stars portraying great entertainers of the past.

Each performance by the show's stars will recreate a portion or a highlight in Wynn's 55-year career. Since he entered showbusiness in 1902, Wynn has starred in seven vaudeville acts, 18 Broadway shows, many motion pictures, and numerous TV and radio presentations.

Most recently, Wynn has had a resurge in his career via dramatic acting. He has been featured in both TV and motion pictures as a serious actor after his many years as a comedian.

"Texaco Command Appearance" will be produced and staged by Ezra Stone for Coronet Productions in cooperation

(more)

with the American Theatre Wing. The show will mark the first network presentation to which the Theatre Wing has lent its name and support.

The Ed Wynn salute is the first of a group of hour-long special color programs spotlighting all-time great performers and starring top names and personalities associated with the performer's career.

"Texaco Command Appearance" will mark the reunion of Wynn and Texaco, for whom the comedian created the Texaco Fire Chief, a top NBC radio attraction in the 1930's. Texaco is represented by the Cunningham and Walsh, Inc., advertising agency.

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NBC-New York, 8/6/57

TALLULAH BANKHEAD AND BEN GROSS TO DISCUSS HOW ENTERTAINMENT CHANGES INFLUENCED THE FAMILY ON "FAMILY LIVING '57" PROGRAM

Actress Tallulah Bankhead and Ben Gross, radio-TV editor of the New York Daily News, will consider the question "How Have Entertainment Changes Influenced the Family?" when they are guests on NBC Radio's FAMILY LIVING '57 program Thursday, Aug. 15 (10:05 p.m., EDT). Helen Hall is moderator.

PHYLLIS ADAMS TO JOIN WRITING STAFF OF 'ARLENE FRANCIS SHOW'

Phyllis Adams, feature writer for NBC-TV's "Home" series, will join the writing staff of the new ARLENE FRANCIS SHOW (Monday through Friday, 10 a.m., EDT, beginning Aug. 12). Formerly producer of the award-winning NBC-TV panel show "It's a Problem," Miss Adams has been a member of the "Home" editorial staff for three-and-a-half years. One of the recent features written by Miss Adams for "Home" was the presentation on the retarded child, which was given the Ohio State Award.

Other members of the writing staff of the new half-hour morning show include George Kirgo, also a former member of "Home's" writing staff, and Mike Morris.

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NBC-New York, 8/6/57

JEFF DONNELL TO MAKE SIX APPEARANCES ON NEW SEASON'S "SHOW OF GEORGE GOBEL"

Jeff Donnell, who plays the role of George Gobel's wife in his comedy appearances, will make six appearances during the forthcoming season on THE SHOW OF GEORGE GOBEL (NBC-TV, alternate Tuesdays, 8 p.m., EDT, beginning Sept. 24) with Eddie Fisher as guest star.

Other credits for the new series will include Lee Scott as choreographer; John Scott Trotter, conductor; Milt Rosen, writer, and Jack Brooks, writer of special material.

Alan Handley is the producer-director of "The Show of George Gobel."

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GEORGIA GIBBS OFF TO CANNES; AUG. 12 SHOW WITH DICK WILLIAMS FILMED AHEAD; PART OF AUG. 19 SHOW TO BE FILMED IN CANNES

The GEORGIA GIBBS SHOW on Monday, Aug. 12 (NBC-TV, 7:30 p.m., EDT) featuring Dick Williams as guest was filmed in advance because Miss Gibbs flew to France (Aug. 6) for a single appearance on Aug. 13 at the Palm Beach Casino in Cannes. Portions of her show there are being filmed for her NBC telecast on Aug. 19.

Program details for Aug. 12: Georgia sings "I'm Gonna Sit Right Down and Write Myself a Letter," "Come Rain, Come Shine" and "'Deed I Do." Dick Williams offers "Look at 'Er" and Georgia concludes with "Night and Day." Eddie Safranski is musical director.

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NBC-New York, 8/6/57

NBC TRADE NEWS
A SERVICE OF RCA

August 7, 1957

'TIC TAC DOUGH' ADDS THURSDAY NIGHT TELECAST TO NBC SCHEDULE WITH JAY JACKSON AS EMCEE AND BIGGER CASH PRIZES OFFERED

Jay Jackson takes over the emcee's spot when the TIC TAC DOUGH quiz program adds a Thursday night half-hour to its NBC-TV schedule starting Sept. 12 (7:30 p.m., NYT).

The regular daytime "Tic Tac Dough," starring Jack Barry as emcee, will continue at 12 noon, NYT, Mondays through Fridays. Barry, who is also co-producer of the daytime show, will hold this position for the new nighttime show also.

Jackson, a television announcer, has appeared on the daytime "Tic Tac Dough" program during Barry's absences. He will take over the daytime show beginning Friday, Aug. 9 during Barry's vacation.

Besides the addition of a new emcee, the night "Tic Tac Dough" will boost the value of the questions asked. The regular questions in the outer boxes of the "Tic Tac Dough" board will be worth $500 each. The center box, always a more difficult question, will be worth $1,000. As in the daytime show, winner will take all. Losers, however, will receive $500 for each tie game played.

"Tic Tac Dough" is played along the lines of the familiar "tic tac toe" game. Contestants try to score a victory by placing

(more)

three "X's" or "O's" either vertically, horizontally or diagonally. In the TV game, however, the "X's" or "O's" are obtained by correctly answering questions in the boxes on the "Tic Tac Dough" board. The categories change after each contestant has gone once.

The daytime program will continue to offer $100 for correct answers to questions in the outer boxes and $200 for the center box. Losers of tie games receive $100 for each tie played.

Warner-Lambert, Inc. will sponsor the show on alternate Thursdays, starting with Sept. 12, through the Lennen and Newell, Inc., advertising agency.

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NBC-New York, 8/7/57

NBC TRADE NEWS
A SERVICE OF RCA

August 7, 1957

'DRAGNET' RENEWED ON NBC-TV FOR 52 WEEKS BY ITS ALTERNATE-WEEK SPONSORS, THE LIGGETT AND MYERS TOBACCO CO. AND SCHICK, INC.

DRAGNET, NBC-TV's high-rated detective series, has been renewed for 52-weeks by its alternate-week sponsors, the Liggett and Myers Tobacco Company and Schick, Inc., it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Liggett and Myers' renewal is effective with the first program of the new Fall series on Thursday, Sept. 26 (8:30-9 p.m., NYT). Liggett and Myers has been a sponsor of the television program since its debut on NBC Jan. 3, 1952. The Schick renewal is effective Oct. 3 and marks the second season that the advertiser has co-sponsored the series.

Jack Webb, the creator, producer, director and star of "Dragnet" will continue his role as Sgt. Joe Friday, with Ben Alexander again featured as his partner, Officer Frank Smith, both of the Los Angeles Police Department.

The advertising agency for Liggett and Myers is Dancer-Fitzgerald-Sample, Inc., and Benton and Bowles, Inc., represents Schick.

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NBC TRADE NEWS
A SERVICE OF RCA

August 7, 1957

SWEETS COMPANY OF AMERICA PURCHASES ONE-HALF SPONSORSHIP OF NBC-TV COVERAGE OF MACY'S THANKSGIVING DAY PARADE

The Sweets Company of America, Inc., makers of Tootsie Rolls, has purchased the remaining one-half sponsorship of NBC-TV's coverage of the annual Macy's Thanksgiving Day Parade on Thursday, Nov. 28 (11 a.m.-12 noon, NYT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Ideal Toy Company will sponsor the other half of the telecast, as announced earlier. This will be the third year that the Sweets Company of America will be a sponsor of this famous New York City holiday event on NBC Television.

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

August 7, 1957

'YOUR HIT PARADE' RETURNS TO THE AIR SATURDAY, SEPT. 7, AS AN NBC COLORCAST SERIES WITH FOUR NEW SINGING STARS

One of the oldest and most popular musical shows on television YOUR HIT PARADE will return to the air Saturday, Sept. 7 (NBC-TV, 10:30 p.m., EDT in color and black and white). The show will have a new cast of singing stars and a new musical director. The four new singing soloists will be Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland. Don Walker will be musical director.

The new singers -- a young and attractive foursome -- will bring a new look to the program, which however will retain the same format that has made it a "hit" since it first went on television July 10, 1950, after it had already attained the impressive mark of 15 years on radio, having started April 20, 1935.

Each week, as in the past, the program will offer in song and dance, the seven songs that are on the top of the survey. The tunes are rated according to sheet music and phonograph record sales, plays on coin machines and plays on radio and television. In addition, each week, two "extra" numbers taken from the unlimited list of America's favorite songs, will be presented.

(more)

The same team that has made this program a favorite in the past will produce and prepare the musical show. Dan Lounsbery is producer, Ernest Flatt is choreographer, Bill Hobin director, Paul Barnes set director and Sal Anthony costume designer. Ray Charles again will do the vocal arrangments. New to the staff this year will be writer and "idea" man David Durston and announcer Dell Sharbutt.

This season the program will be sponsored alternately by American Tobacco Company (starting Sept. 7) for Hit Parade Cigarettes, and The Toni Company (starting Sept. 14) for Toni Home Permanent, Adorn Hairspray, Deep Magic Facial Cleansing Lotion, Pamper Shampoo and Silver Curl Home Permanent. Agency for American Tobacco Company is Batten, Barton, Durstine and Osborn, Inc., and, for The Toni Company, North Advertising, Inc.

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NBC-New York, 8/7/57

NBC COLOR TELEVISION NEWS

CREDITS FOR 'YOUR HIT PARADE' ON NBC-TV

TIME:	NBC-TV, Saturdays, 10:30-11 p.m., EDT, in color and black and white.
ORIGINATION:	NBC Color Studio, Brooklyn, N.Y.
NEW SEASON'S STARTING DATE:	Sept. 7, 1957
TV PREMIERE DATE:	July 10, 1950
PREMIERE DATE OF ORIGINAL RADIO SERIES:	April 20, 1935.
FORMAT:	Presentation in song and dance of the seven top hit songs in a survey of sheet music, phonograph records sales, plays on automatic coin machines and on radio and television. Two "extra" numbers from older established songs are included each week.
STARS:	Jill Corey, Virginia Gibson, Alan Copeland and Tommy Leonetti.
MUSICAL DIRECTOR:	Don Walker
CHOREOGRAPHER:	Ernest Flatt
VOCAL ARRANGER:	Ray Charles
PRODUCER:	Dan Lounsbery

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DIRECTOR:	Bill Hobin
WRITER:	David Durston
SETTINGS:	Paul Barnes
COSTUMES:	Sal Anthony
GRAPHIC ARTS BY:	Dave Clark
ANNOUNCER:	Dell Sharbutt
AUDIO DIRECTOR:	Larry Lawrence
ASSISTANT PRODUCER:	Dorothy Walsh
ASSOCIATE DIRECTOR:	Dave Geisel
UNIT MANAGER:	Steve Weston
LIGHTING:	Phil Hymes
TECHNICAL DIRECTOR:	Frank McArdle
HAIRDRESSER:	Ernest Adler
SPONSORS:	American Tobacco Company for Hit Parade Cigarettes; alternating with The Toni Company for Toni Home Permanent, Adorn Hairspray, Deep Magic Facial, Cleansing Lotion, Pamper Shampoo and Silver Curl Home Permanent.
AGENCIES:	Batten, Barton, Durstine and Osborn, Inc. (for American Tobacco), North Advertising, Inc. (for Toni).

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NBC-New York, 8/7/57

MARTIN CAIDIN -- AUTHORITY ON MISSILES, ROCKETS AND SPACE FLIGHT -- IS ADVISOR TO 'WIDE WIDE WORLD' FOR 'CHALLENGE OF SPACE' PROGRAM

Martin Caidin, authority on guided missiles, rocket aircraft and space flight, has been retained as technical advisor and consultant for "The Challenge of Space," the season-opening program of WIDE WIDE WORLD (NBC-TV, Sunday, Sept. 15, 4-5:30 p.m., EDT).

Mr. Caidin will be consulted on all technical aspects of the program, which will originate from rocket research and testing centers, missile launching sites and rocket aircraft bases, and will show the men and equipment now being prepared for flight into space.

Mr. Caidin is the author of eight books on space flight and other related scientific subjects, including "Jets, Rockets and Guided Missiles," "Rockets Beyond the Earth," "Rockets and Missiles," "Worlds in Space," and his latest book "Air Force: A Pictorial History of American Air Power."

He recently completed a special project for the United States Air Force as consultant to the Commander, Air Force Missile Test Center, and has served as Atomic Warfare Specialist with the New York State Civil Defense Commission.

Mr. Caidin is a former editorial director and correspondent of the aviation magazines Air News and Air Tech. He has written scores

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of articles on civil and military aviation for other technical and general magazines.

The first program of "Wide Wide World," which is sponsored by General Motors, will be produced by Herbert Sussan under the supervision of executive producer Barry Wood.

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NBC-New York, 8/7/57

NBC A SERVICE OF RCA

August 7, 1957

"THE BIG ISSUE," NBC SPECIAL SIMULCAST ON CIVIL RIGHTS BILL, DRAWS EXTENSIVE PRAISE IN ONE OF BIGGEST MAIL COUNTS IN NETWORK'S PUBLIC SERVICE PROGRAMMING HISTORY

Whatever the ultimate fate of the civil rights bill, H.R. 6127, the impact of a single TV-radio program bringing the issue to the public is already evident. NBC's full-hour simulcast of THE BIG ISSUE Tuesday, July 23 (9:30-10:30 p.m., EDT), has drawn one of the biggest mail-counts in the history of the network's public affairs programming.

NBC headquarters in New York and Washington, D.C., have so far received 2,773 letters, only three of them negatively critical of the program itself. Much of the mail came from the South.

The program, which originated live in the Old Supreme Court Chamber of the Capitol, presented four U.S. Senators in formal debate followed by a question-and-answer session with four newspapermen, with Lawrence Spivak of NBC's "Meet the Press" moderating. The Senators were Paul H. Douglas (D.-Ill.), Jacob K. Javits (R.-N.Y.), John L. McClellan (D.-Ark.) and Richard B. Russell (D.-Ga.). The newsmen were Jack Bell of the Associated Press, Frank van der Linden of the Nashville (Tenn.) Banner, May Craig of the Portland (Me.)

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Press Herald, and William H. Lawrence of the New York Times. Mr. Spivak was the producer.

According to Doris S. Corwith, NBC supervisor of public affairs programs, the audience, in summary, (1) called for more such programs, (2) termed the full-hour program "too short," (3) praised the fair presentation of both sides, (4) praised Mr. Spivak as moderator, and (5) found it a stimulating experience to see U.S. Senators in formal debate.

Largest number of letters came from New York (412); followed by California (244); Illinois (187); Michigan (128); Massachusetts (127); Florida (119); Ohio (97); Texas (97); Washington, D.C. (97); Pennsylvania (95); Georgia (89); Indiana (85); Virginia (81); Missouri (80); New Jersey (77); North Carolina (69), and Alabama (63).

Sample comments follow:

"Probably the greatest single forward stride in television programming and public service of the past decade. Your revival of the time-honored debate technique, combined with questioning of the speakers by informed newsmen was a master stroke." -- George K. Zimmerman, research director, National Grange.

"Representing as I do a group of Negro women holding higher degrees from accredited American and European universities, I felt the program was a great contribution to the information of the country and to constructive thinking." -- Mrs. Harold L. Williams, National Association of College Women, Chicago.

(more)

"One of the best and most valuable programs I have ever witnessed on TV." -- James A. Randall, instructor in sociology, Flint Junior College, Flint, Mich.

"What I appreciated most was the chance to see the Senators 'in the flesh' and get the feel of the emotions which they displayed. This is the kind of thing we do not get from reading newspapers." -- John F. Madden, Waterford, N.Y.

"Your impartiality and fairness in presenting the proponents and opponents did more to enlighten the average person than anything I can conceive." -- Grace W. Tellier, Washington, D.C.

"The most fascinating and worthwhile program that I have witnessed on television." -- Mrs. Dan F. Hollis, Raleigh, N.C.

"Fine program. Was representative of both extremes, and well moderated. The newsmen were excellent. Several of our members have already commentated favorably on the program. -- The Rev. Richard J. Fraser, pastor, St. John's Evangelical Church, Cullman, Ala.

"Congratulations on one of television's finest hours." -- Arno J. Blase Jr., Houston, Tex.

"I as a Southerner thank you for presenting our side with such a pair of Senators. Such programs as 'The Big Issue' are what have made Americans the best informed people on earth about both sides of a question," -- Roger Poyder, Cairo, Ga.

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"We hope that more programs of this type will be scheduled whenever bills of such general interest and controversy are introduced in Congress." -- Karl E. Newhard, St. Petersburg, Fla.

"The debate with panel discussion was one of the best carried out that I have heard on any subject in many years. The participants did a magnificent job in bringing the Civil Rights issue to the American people." -- Harrison E. Lee, Montgomery (Ala.) Mirror.

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NBC-New York, 8/7/57

COMEDIENNE DODY GOODMAN NAMED REGULAR CAST MEMBER FOR JACK PAAR'S "TONIGHT" TELECASTS

Comedienne Dody Goodman has been named a regular member of NBC-TV's TONIGHT (Mondays through Fridays, 11:15 p.m. to 1 a.m., EDT). Miss Goodman first appeared on Jack Paar's new version of "Tonight" to substitute for Stanley Holloway, "My Fair Lady" star who broke his shoulder blade.

She was signed to appear the entire second week of the show, Aug. 5-9, but now she has become a permanent member.

Miss Goodman's deadpan comedy technique was first developed during parties and get-togethers with friends. At the time, she was a professional dancer and had appeared in "Call Me Madam" "Miss Liberty" and "High Button Shoes" on Broadway.

Her friends advised her, however, to try and make comedy her profession. She did and subsequently appeared with Martha Raye and Sid Caesar. Recently she filled a six-month Ner York nightspot engagement doing her comedy routines.

She was born in Columbus, Ohio, and studied dramatics at Northwestern University. She also studied ballet at the American Ballet School and the Metropolitan Opera Ballet School.

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NBC-New York, 8/7/57

NBC COLOR TELEVISION NEWS
A SERVICE OF RCA

HOWARD MILLER, POPULAR RADIO-TV PERSONALITY, TO BECOME HOST OF 'CLUB 60' COLORCASTS STARTING AUG. 19

Howard Miller, popular Chicago radio-TV personality, will take over as host of NBC-TV's CLUB 60 colorcasts Monday, Aug. 19 (1:30 to 2:30 p.m., EDT).

Miller will replace Dennis James at the helm of the Monday-through-Friday daytime musical-variety show. James, who has been host of "Club 60" since last March, will return to New York for Fall television commitments.

A seasoned professional who started in broadcasting as manager of his own station before World War II, Miller now has 300 fan clubs around the nation, receives 1,200 fan letters a week, and has an audience of two million on his early morning radio show on a Chicago station.

Miller broke box office records at the Chicago Theatre last year when he appeared with his own live show featuring top musical talent, and earlier this year he packed the Chicago Civic Opera House with 7,200 fans for two performances. Besides his local and network radio

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shows, Miller has had highly successful TV shows on Chicago stations, including WNBQ, where the "Club 60" colorcasts originate.

He will be no stranger to some of the regular members of "Club 60," having worked with them on a WNBQ musical show several seasons ago. On hand to welcome him as presiding officer of the informal "Club 60" meetings will be the Mello-Larks Quartet; singers Nancy Wright and Mike Douglas; Joseph Gallicchio and his orchestra; the Art Van Damme Quintet and announcer Jim Hamilton. Dave Barnhizer directs.

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NBC-New York, 8/7/57

NBC TRADE NEWS
A SERVICE OF RCA

August 8, 1957

'THE CALIFORNIANS,' NBC-TV SERIES BASED ON GOLD-RUSH DAYS, STARTS ON TUESDAY NIGHT SCHEDULE SEPT. 24

THE CALIFORNIANS, a series of romantic, historic adventure films set in the feverish, Gold Rush period of the 1850's, will make its premiere on NBC-TV from 10 to 10:30 p.m., NYT, Tuesday, Sept. 24.

The program will star Adam Kennedy and Sean McClory. It will be sponsored on alternate weeks by the Singer Sewing Machine Co., represented by the Young and Rubicam, Inc., agency. Louis F. Edelman and Robert Sisk are executive producers and Robert Bassler is producer.

Kennedy plays a young Boston Irishman named Dion Patrick who journeys to San Francisco and comes to grips with its underworld in his role of newspaper reporter and vigilante.

McClory plays Jack McGivern, owner of a miners' supply store, vigilante member, and close friend to the young Bostonian.

The setting is an as-yet-unborn California, a rugged and colorful place which attracted adventurers from all over the world. There were gold-seekers aplenty amongst the adventurers but there were, too, a host of killers and thieves. Prominent in the ranks of the

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latter were the Sydney Coves, hardened criminals whom the British had sent to Australia. These joined forces with other lawless elements and created a San Francisco where wide open violence reigned.

Young Patrick will do battle with these elements -- but he'll travel too, and meet lovely women.

He'll make his way about Placerville, Sacramento, Sutter's Mill and Virginia City and he'll encounter such fascinating women as Lola Montez, Lotta Crabtree, the Rose of Sharon and Eilley Orrum, Queen of the Comstock.

The notable men he'll encounter include John Sutter, near whose place gold was discovered; Theodore ("Crazy Judah") Judah, who engineered the route of the Central Pacific Railroad and died in disgrace; Charlie Crocker, who completed the job with an army of Chinese workmen; General William T. Sherman and the then newspaperman, Mark Twain.

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NBC-New York, 8/8/57

NBC TRADE NEWS

A SERVICE OF RCA

August 8, 1957

NBC RADIO NETWORK TO PRESENT EXCLUSIVE BROADCAST COVERAGE OF SUGAR RAY ROBINSON-CARMEN BASILIO MIDDLEWEIGHT TITLE FIGHT AS 'GILLETTE CAVALCADE OF SPORTS' FEATURE

The National Broadcasting Company Radio Network has received exclusive rights to broadcast the middleweight championship bout between Sugar Ray Robinson and Carmen Basilio on Monday, Sept. 23 at 10 p.m., EDT, as a GILLETTE CAVALCADE OF SPORTS feature, it was announced today by Tom S. Gallery, NBC Sports Director. (NOTE: The fight will not be telecast on any network.)

The 15-round middleweight title fight at Yankee Stadium in New York City is being promoted by the International Boxing Club. The broadcast will be sponsored by the Gillette Safety Razor Company. Maxon, Inc., is the advertising agency for Gillette.

The fight will mark Robinson's first defense of the middleweight crown he won from Gene Fullmer, May 1. He has held the middleweight title on four separate occasions. Basilio, current welterweight champion, will be making his first title attempt at the middleweight division.

NBC will originate the broadcast to be heard coast-to-coast and over the Dominion Network of the Canadian Broadcasting Corporation. The bout will also be broadcast in Spanish to Latin America.

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NBC-TV NEWS

FARLEY GRANGER SIGNED FOR 'WAGON TRAIN' DRAMA ON NBC-TV

Farley Granger, star of such outstanding motion pictures as "Rope," "Strangers on a Train," and "The Girl in the Red Velvet Swing," will be guest star on the sixth NBC-TV WAGON TRAIN story to go before the cameras -- one entitled "The Charles Avery Story."

Granger will appear with Ward Bond and Robert Horton, the program's regular stars, and has been signed in accordance with "Wagon Train's" star-for-every-story policy which has already seen the acquirement of such notables as Academy Award Winner Ernest Borgnine, Shelley Winters, Michael Rennie, Carolyn Jones and Ricardo Montalban.

Some of Granger's past major movie credits include "They Live By Night," "Enchantment," "The Edge of Doom," "Hans Christian Anderson," and "Story of Three Loves."

"Wagon Train," an adult western, will premiere on Wednesday, Sept. 11, from 7:30 to 8:30 p.m., (EDT) and will be seen weekly thereafter.

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NBC-New York, 8/8/57

NBC TRADE NEWS

NBC NEWS SCORES A 'BEAT' ON SPY INDICTMENT STORY

NBC News beat the opposition with its radio-TV reports on the Wednesday (Aug. 7) morning indictment of Soviet spy Rudolph Abel....termed the most important Russian agent ever caught in the U.S.

The indictment was handed down at 10:58 a.m., EDT. Forty-five seconds later, NBC-TV carried a flash bulletin. At 11 a.m., NBC Radio's "News-on-the-Hour" bulletined an on-the-scene report from newsman Merrill Mueller, thus beating all news media.

Mueller and WRCA reporter Gabe Pressman arrived at the Brooklyn courthouse with film crew and mobile unit at 9:40 a.m.

At 10:30 a.m., Mueller taped a hold-for-release story pending the actual indictment. At the moment of the indictment, Mueller stepped from the courtroom and gave Pressman -- who was in the hall keeping a telephone line open -- the go-ahead.

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NBC-New York, 8/8/57

CREDITS FOR 'NBC NEWS' ON NBC-TV

TIME:	NBC-TV, Mondays through Fridays, 7:45-8 p.m., EDT; (Beginning Sept. 9, 1957 moves to new time period, 6:45-7 p.m., EDT) and live repeat 7:15-7:30 p.m., EDT.
FORMAT:	News of the day, live and on film.
CO-EDITORS AND COMMENTATORS:	Chet Huntley, David Brinkley
PRODUCER:	Reuven Frank
DIRECTORS:	Jack Sughrue, Jim Kitchell (New York), Ralph Peterson (Washington)
ASSOCIATE DIRECTOR:	Charles Sieg
NEWS EDITOR:	Eliot Frankel
WRITERS:	Arthur Hepner, William Hill
ASSOCIATED IN PRODUCTION:	George Murray, Ann Kramer
UNIT MANAGER:	Nick Stanford
ORIGINATION DATE:	Oct. 29, 1956
ORIGINATION:	New York, Washington and other cities in the U.S. and Canada.
NBC PRESS REPRESENTATIVE:	Joe Ryan (New York)

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NBC-New York, 8/8/57

PAAR-TICIPATING 'TONIGHT' WINS VIEWER PRAISE

Viewer response, via letters, on NBC-TV's new TONIGHT show has been heavy and most gratifying for the show's star, Jack Paar. Hundreds of letters have been received from all parts of the country praising Paar and his new late-night show.

Excerpts from a few of the letters follow:

"Sighted 'Tonight,' like same." (McKeesport, Pa.)

"It's so late to sit up every night for 'Tonight,' but I will." (Cullison, Kan.)

"Well, there go my 'early to bed' resolutions." (Stamford, Conn.)

"Man, you're the greatest. Stay." (Brooklyn, N.Y.)

"Instead of going to bed after the 10 p.m. feeding, we are still up for the 2 a.m. feeding raving about your new show." (Damariscotta, Maine)

"To say the minimum, you're the maximum." (New York, N.Y.)

"Bravo, bravo, Mr. Paar. We'd like to tell you how wonderful you are." (Philadelphia, Pa.)

("Tonight" is telecast Mondays through Fridays, 11:15 p.m. to 1 a.m., EDT.)

NATIONAL BROADCASTING COMPANY
PURCHASES RADIO STATIONS WJAS
AND WJAS-FM IN PITTSBURGH

FOR RELEASE MONDAY A.M., AUG. 12

The National Broadcasting Company has purchased radio stations WJAS and WJAS-FM in Pittsburgh, Pa., it was announced jointly today by Robert W. Sarnoff, President of NBC, and H. Kenneth Brennen, President of Pittsburgh Radio Supply House, Inc., which owns the stations. The purchase is subject to Federal Communications Commission approval.

Mr. Sarnoff said the new NBC stations would return to the people of the nation's eighth largest market a full schedule of NBC Radio Network programs, both day and night. He expressed confidence that NBC Radio's recent upsurge in audience and advertiser acceptance "will be greatly accelerated by the addition of these important stations."

Station WJAS was founded in 1921 by Mr. Brennen's father, Hugh James Brennen, and was issued one of the earliest radio licences by the Department of Commerce. WJAS operates on 1320 kc with a power of 5,000 watts. WJAS-FM, which duplicates programming of WJAS, is heard on 99.7 mc with a power of 24 kw.

(more)

"As pioneer broadcasters," Mr. Brennen said, "we are proud that WJAS is becoming part of NBC and of the oldest radio network in the country, particularly at this time of radio's resurgence, spearheaded by NBC Radio's leadership in programming and selling. The NBC network service will give our listeners such highly successful programs as 'Monitor' and 'Nightline,' as well as NBC's outstanding schedule of entertainment, news, information and music programs."

With the acquisition of these stations, NBC will own seven standard broadcast stations, the maximum number permitted under FCC regulations. Other NBC-owned radio stations include WRCA, WRCA-FM in New York; WRC, WRC-FM in Washington; WMAQ, WMAQ-FM in Chicago; KNBC, KNBC-FM in San Francisco; WRCV in Philadelphia and WKNB, New Britain, Conn., licensed to NBC's wholly-owned subsidiary, The New Britain Broadcasting Company.

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NBC-New York, 8/9/57

NBC TRADE NEWS
A SERVICE OF RCA

August 9, 1957

SIX ADVERTISERS SIGNED AS SPONSORS OF
'THE ARLENE FRANCIS SHOW' ON NBC-TV

Six advertisers have signed as sponsors of THE ARLENE FRANCIS SHOW, which starts on NBC-TV, Monday, Aug. 12 (Mondays through Fridays, 10-10:30 a.m., EDT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Owens-Corning Fiberglas Corp. has ordered the second quarter-hour segment of "The Arlene Francis Show" on Wednesdays, Sept. 25, Oct. 9 and Nov. 6 and four additional quarter-hour segments, the times and dates to be announced. The House of Westmore, Inc., has ordered the second quarter-hour segment of the program on Wednesdays, Sept. 18, Oct. 2 and Oct. 16. Aladdin Industries, Inc., for its vacuum bottles, has ordered the second quarter-hour segment on Wednesday, Aug. 14. Cooper's, Inc., has ordered the second quarter-hour segment on Tuesday, Aug. 27. Also, Bourjois, Inc., has ordered four quarter-hours and the Minnesota Mining and Mfg. Co. three quarter-hours, both campaigns to be scheduled before the Christmas holidays.

(more)

McCann-Erickson, Inc., is the advertising agency for Owens-Corning Fiberglas; Ehrlich, Neuwirth and Sobo, Inc., is the agency for the House of Westmore; William Hart Adler, Inc., represents Aladdin Industries; Henri, Hurst and McDonald, Inc., is the agency for Cooper's; Batten, Barton, Durstine and Osborn, Inc., represents Minnesota Mining and Mfg., and the Lawrence C. Gumbinner Advertising Agency, Inc., represents Bourjois.

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NBC-New York, 8/9/57

NBC-TV NEWS

TONI COMPANY AND PILLSBURY MILLS TO SPONSOR 'DOLLAR A SECOND' ON NBC TELEVISION ALTERNATE SATURDAY NIGHTS

The Toni Company and Pillsbury Mills, Inc., will sponsor NBC-TV's DOLLAR A SECOND, starring Jan Murray, on alternate Saturdays starting Aug. 24, 9:30-10 p.m., EDT, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales for the National Broadcasting Company.

The Toni Company will sponsor the program on Aug. 24, Sept. 7 and Sept. 21. Pillsbury Mills will sponsor the show on Aug. 31, Sept. 14 and Sept. 28. The Sept. 28 program, the last of the current series, will be seen from 10-10:30 p.m., EDT.

North Advertising, Inc., represents the Toni Company and Campbell-Mithun, Inc., is the agency for Pillsbury Mills.

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NBC-New York, 8/9/57

NBC
A SERVICE OF RCA

August 9, 1957

VAN B. FOX NAMED DIRECTOR OF
'WIDE WIDE WORLD' TELECASTS

Van B. Fox, who has served with WIDE WIDE WORLD for the past two years, has been named director of the program, executive producer Barry Wood announced today.

Mr. Fox will take over what is considered to be one of the most complex assignments in television when "Wide Wide World," sponsored by General Motors, makes its Fall debut with "The Challenge of Space," Sunday, Sept. 15 (NBC-TV, 4-5:30 p.m., EDT).

As director, his job will be to tie the program's "live" pickups into a unified whole and to blend them with the show's "live" music. He will work with a large staff and with the "Wide Wide World" orchestra in an NBC studio in New York.

Mr. Fox has been with NBC for the past 10 years and has served as field director, commercial director and associate director of "Wide Wide World" since the program went on the air two years ago. To his new post he brings a long list of credits in music, dramatic and special programming.

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On NBC-TV, he was director of a number of daytime dramas and was associated with "Hallmark Hall of Fame," "Armstrong Circle Theatre," and "Robert Montgomery Presents." On NBC Radio, he wrote, produced and directed such special programs as the "Salute to the NBC Symphony" and "Backstage Biography."

Mr. Fox also served as a director with Station WINS, New York City, and WSM and WSM-FM, Nashville, Tenn. A professional actor and musician, he is a graduate of Peabody College, Nashville, Tenn., with special studies in drama and music at Vanderbilt University and Tennessee State.

Mr. Fox, a native of Murfreesboro, Tenn., lives in Shrewsbury, N.J., with his wife, the former Bettie Harris Russell, and their two children, Diane Howard, 3, and Russell Allen, 1.

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NBC-New York, 8/9/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
August 18 - 24

Sunday, August 18

9-10 p.m. -- THE GOODYEAR PLAYHOUSE -- "The Dark Side of the Moon," by Arthur Sainer, starring Biff McGuire, Kathleen Maguire, Alexander Scourby, Eddie Firestone, Addison Powell, Douglas Watson, and featuring Douglas F. Rogers and John Alexander.

Monday, August 19

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Horsepower."

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray.

Tuesday, August 20

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Freedom Comes Later."

Wednesday, August 21

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Heed the Fallen Sparrow."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Ride Into Danger," by Fred Edge, starring Dick York and Victor Jory.

(more)

Thursday, August 22

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The President's Child Bride."

10-11 p.m. -- LUX VIDEO THEATRE -- "Diagnosis -- Homicide," adapted by Sanford Barnett from the novelette by Lawrence Clochman.

Friday, August 23

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Now or Never."

Saturday, August 24

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- Julius' guests tonight are The Kirby Stone Four, Jay Lawrence, Sunny Gale and the Skyrettos.

* * *

PLEASE NOTE CHANGES IN AUGUST COLOR SCHEDULE:

Please add: ZOO PARADE on August 25 (4:30-5 p.m.).

Please delete: LUX VIDEO THEATRE on August 29 (10-11 p.m.).

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NBC-New York, 8/9/57

NBC TRADE NEWS

HUGH DOWNS NAMED ANNOUNCER FOR 'ARLENE FRANCIS SHOW'

Hugh Downs has been signed as the announcer for the new NBC-TV variety half-hour THE ARLENE FRANCIS SHOW, which makes its debut Monday, Aug. 12 (10 a.m., EDT). For the past three-and-a-half years, Downs has been Miss Francis' co-star on "Home" and recently became the announcer for NBC-TV's "Tonight" starring Jack Paar.

A veteran of the "Chicago school" of television, Downs came to New York in March, 1954, for the premiere of "Home." He has worked with such network shows as "Kukla, Fran and Ollie," "Hawkins Falls," and more recently "Caesar's Hour."

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NBC-New York, 8/9/57

TRADE NEWS

A SERVICE OF RCA

August 12, 1957

NBC-TV DAYTIME SALES CONTINUE TO CLIMB; LANOLIN PLUS AND PHARMACO ORDER NEW SCHEDULES; CHESEBROUGH-POND'S ORDERS ADDED CAMPAIGNS

Daytime sales on NBC Television continued to climb as Lanolin Plus, Inc., and Pharmaco, Inc., ordered new advertising schedules and Chesebrough-Pond's, Inc., ordered additional advertising campaigns, all totaling $2,300,000 in gross billings, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Lanolin Plus has ordered seven alternate Monday and six alternate Wednesday, 11:15-11:30 a.m. segments of "The Price Is Right" (Monday through Friday, 11-11:30 a.m., NYT); seven alternate Monday, 4-4:15 p.m. segments of "Queen For a Day" (Monday through Friday, 4-4:45 p.m., NYT) and six alternate Wednesday, 2:45-3 p.m. segments of "Bride and Groom" (Monday through Friday, 2:30-3 p.m., NYT). The Monday sponsorships will start Sept. 9 and the Wednesday sponsorships will start Sept. 18.

Pharmaco has ordered the first quarter-hour segments of "It Could Be You" (Monday through Friday, 12:30-1 p.m., NYT) and the second quarter-hour segment of "Comedy Time" (Monday through Friday, 5-5:30 p.m., NYT), both on alternate Mondays over a 26-week period starting Oct. 7.

(more)

Chesebrough-Pond's,Inc., for its Pond's products, has ordered 13 alternate Tuesday segments of the following programs starting Oct. 29: "The Price Is Right" from 11:15-11:30 p.m.; "It Could Be You" from 12:30-12:45 p.m.; participations in "NBC Matinee Theater" (Monday through Friday, 3-4 p.m., NYT) and "Comedy Time" from 5-5:15 p.m. The new orders will give Chesebrough-Pond's, which currently sponsors these periods on alternate-weeks, sponsorship of the segments on an every-week basis starting Oct. 22.

Kastor, Farrell, Chesley and Clifford, Inc., is the advertising agency for Lanolin Plus; Doherty, Clifford, Steers and Shenfield, Inc., is the agency for Pharmaco, and the J. Walter Thompson Co. represents Chesebrough-Pond's.

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NBC-New York, 8/12/57

NBC TRADE NEWS
A SERVICE OF RCA

August 12, 1957

NBC-TV LAUNCHES MILLION-DOLLAR ON-THE-AIR PROMOTION CAMPAIGN--
"AUGUST THEME"--TO HERALD NEW SEASON'S SCHEDULE

"August Theme," a unique million-dollar on-the-air audience promotional campaign designed to make every one of NBC-TV's upcoming 1957-58 programs and performers familiar household words for television audiences long before a specific show has its debut, has been launched by NBC's On-The-Air unit of its Advertising and Promotion Department.

Believed to be the first of its kind ever instituted by a television network so far ahead of an approaching television season, the promotion consists of 12 sixty-second filmed features, televised approximately 80 times a week within sustaining network shows. Shorter versions of the same theme will be scheduled in every promotion availability of NBC's owned and operated television stations from mid-August to the beginning of the new season.

The filmed spots, culled from thousands of filmed and kinescoped footage of past and upcoming nighttime NBC-TV programming, the series stresses one theme -- 'Remember what was on last year? But stop! Let's look ahead to the upcoming season. There's something for everyone!'

(more)

The 12 individual features highlight categories of upcoming programming, including drama, mystery, Western adventure, variety, comedy, situation comedy, special productions, sports, quiz-audience participation shows and music.

It is expected that the "August Theme" campaign will have some 350 network exposures before Sept. 15, representing an average of 30 for each feature.

A typical example of the NBC-TV campaign is the following dialogue, set as sound-over-film clips of the representative programming:

You all remember Mary Martin's PETER PAN,
the greatest of all Spectaculars on NBC. But
stop...that's in the past. Look ahead to the
thrilling Specials in store for you this coming
season on NBC'S FALL SHOWS...
...Mary Martin and John Raitt star in Irving
Berlin's ANNIE GET YOUR GUN...
Be sure to see the presentations of the EMMY AWARDS
as well as the impressive ACADEMY AWARD ceremonies
from Hollywood and New York.
From the pen of William Shakespeare...from the
producers of the HALLMARK HALL OF FAME comes
TWELFTH NIGHT...a sprightly comedy to entertain
and in the same fine series...DIAL M FOR MURDER
both plays produced by and starring Maurice Evans.
You'll enjoy these wonderful SPECIALS on NBC'S
FALLS SHOWS...on most of these stations.
John Porter is Director of Advertising for NBC-TV.

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NBC-New York, 8/12/57

NBC TRADE NEWS
A SERVICE OF RCA

August 12, 1957

JOAN CAULFIELD TO STAR IN 'SALLY,' NEW COMEDY SERIES ON NBC-TV, WITH MARION LORNE FEATURED

PREMIERE

SALLY, a new situation comedy series starring Joan Caulfield in the title role and featuring comedienne Marion Lorne, will start on NBC-TV Sunday, Sept. 22 (7:30-8 p.m., NYT).

"Sally" relates the humorous adventures of Sally Truesdale, a department store salesgirl (Joan Caulfield), who wins the favor of Mrs. Mabel Banford, a wealthy scatterbrained matron (Marion Lorne) and becomes her globe-trotting companion. Each weekly episode is set in a different locale, ranging from Paris to Hawaii. The difference in the characters they meet is just as widespread -- from existentialists to royalty.

Miss Caulfield has appeared on "Lux Video Theatre" and other NBC-TV programs, and co-starred in the comedy series, "My Favorite Husband." Her many motion pictures include "The Rains of Ranchipur," "Petty Girl" and "Unsuspected."

(more)

Miss Lorne portrayed the whimiscal "Mrs. Gurney" in NBC-TV's "Mr. Peepers" show with Wally Cox a few seasons ago. She is a veteran of TV, legitimate stage and motion pictures, Miss Lorne lists among her credits a featured role in the Rosalind Russell movie, "Girl Rush."

"Sally" will be produced by Frank Ross, who has produced "The Robe" and other movie extravaganzas. William Asher, long associated with the "I Love Lucy" TV series, will direct. Philip Shuken is the writer.

Sponsors of "Sally" are The Chemstrand Corporation, producers of Acrilan acrylic fibre and Chemstrand nylon; and The Royal Typewriter Company. The advertising agency for The Chemstrand Corporation is Doyle, Dane and Bernbach. For The Royal Typewriter Company, the agency is Young and Rubicam.

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NBC-New York, 8/12/57

CREDITS FOR NBC-TV'S "SALLY" SITUATION COMEDY SERIES

TITLE:	SALLY.
PREMIERE DATE:	Sunday, Sept. 22, 1957.
TIME:	Sundays, 7:30 p.m.,NYT.
STAR:	Joan Caulfield as Sally Truesdale.
FEATURED PLAYER:	Marion Lorne as Mrs. Mable Banford.
CAST:	New cast each week.
FORMAT:	A situation comedy series about a department store salesgirl who becomes the traveling companion of a wealthy scatterbrained matron.
PRODUCER:	Frank Ross.
DIRECTOR:	William Asher.
WRITER:	Phil Shuken
DIRECTOR OF PHOTOGRAPHY:	George Clemens, A.S.C.
ASSISTANT DIRECTOR:	Bud Brill
ART DIRECTOR:	John Goodman
SET DECORATOR:	Ray Moyer
FILM EDITOR:	Everett Douglas
UNIT PRODUCTION MANAGER:	William Mull
MISS CAULFIELD'S GOWNS:	Maxwell Shieff
SPONSOR:	The Chemstrand Corporation, producers of Acrilan acrylic fibre and Chemstrand nylon; and The Royal Typewriter Company.
ADVERTISING AGENCIES:	Doyle, Dane and Bernbach for Chemstrand; Young and Rubicam for Royal Typewriter.
NBC PRESS REPRESENTATIVES:	Kay Mulvihill, Hollywood; Bob LeDonne New York.
FILMED AT:	Paramount Studios for NBC-TV

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NBC-New York, 8/12/57

NBC TRADE NEWS
A SERVICE OF RCA

August 12, 1957

'SALUTE TO SECURITY'--FIRST OF 'NIGHTLINE SPECIALS' ON NBC RADIO--WILL TELL HISTORIC INSURANCE INDUSTRY STORY; SEPT. 4 BROADCAST WILL BE SPONSORED BY INSURANCE COMPANIES OF NORTH AMERICA

With "Salute To Security," sponsored by the Insurance Companies of North America, NBC Radio's NIGHTLINE launches a new feature service, the "Nightline Special," it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

"Nightline Specials" will be live feature programs based on a variety of themes. They will include singing and entertainment by top names in showbusiness, music by leading bands, and important personalities in the fields of business and the arts.

The initial "Nightline Special" -- "Salute To Security" -- will be presented in the 8:30-9 p.m., EDT, segment of "Nightline" on Wednesday, Sept. 4. It will mark the 150th anniversary of the historic appointment of the first agent in the United States who was authorized to do business in a location away from the home office of an insurance company. The agent was empowered to write policies for the Insurance Company of North America in Lexington, Ky., in 1807.

(more)

His appointment revolutionized the entire insurance business and led to the establishment of the system of independent agencies.

The program will originate from the auditorium of Transylvania College in Lexington, Ky. Frank Blair will be host, with Walter O'Keefe as co-host and the NBC Band of Stars providing musical entertainment. The broadcast will star two top personalities from the entertainment world, whose names will be announced soon.

Commenting on the first "Nightline Special," Mr. Culligan said: "The purchase by the Insurance Companies of North America is the harbinger of many programs which large companies will sponsor to celebrate anniversaries, the openings of new plants and other activities in the public relations field. A special radio show has the flexibility, intimacy and economy for most effectively communicating to the public."

"Nightline Specials" will be produced by Al Capstaff. The agency for Insurance Companies of North America is N.W. Ayer & Son, Inc.

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NBC-New York, 8/12/57

NBC RADIO NETWORK NEWS

August 12, 1957

NBC RADIO 'BACK-TO-SCHOOL' PROMOTION WILL BE SERVICE TO PUBLIC AS WELL AS ASSIST TO AFFILIATES IN SELLING SHOW ADJACENCIES

As a service to the public and to NBC affiliated stations, NBC Radio will sponsor a unique "Back To School" promotion, stressing all the essential elements involved in the return of students to schools and colleges this Fall.

In announcing the promotion, Matthew J. Culligan, Vice President of the NBC Radio Network, said that for six weeks from Aug. 17 to Sept. 30, the network will inform its listeners that many needs, both material and intangible, must be taken care of to ensure successful academic performance by children of all ages.

"Experts from many fields, including educators, nutritionists and home economists, will inform parents how they can best fulfill their responsibilities to their school-age children," Mr. Culligan said. "These authorities will appear on programs throughout the week and on 'Monitor' during the weekend."

This editorial support campaign, Mr. Culligan added, will enable the NBC Affiliated Stations to sell adjacencies to advertisers of products related to the promotion. Manufacturers of clothing and accessories, health items, food, household equipment and luggage and sporting goods will have the opportunity to get a saturation impact totaling nearly 27,000,000 impressions weekly.

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NBC-TV NEWS

'OUTLOOK' EXTENDED TO FULL-HOUR AUG. 18 TO FEATURE HUNTLEY INTERVIEW WITH FIRST PRESIDENT OF TUNISIA

NBC-TV's OUTLOOK program will be extended to one hour Sunday, Aug. 18 (5-6 p.m., EDT) when NBC news analyst and "Outlook" Editor Chet Huntley presents his exclusive filmed interview with the first President of Tunisia, Habib Bourguiba.

President Bourguiba -- interviewed by Huntley at the Presidential Palace in Tunis, Aug. 5 -- will discuss the current problems existing in the North African countries of Algeria, Morocco and Tunisia.

In explaining the reasons for devoting a full-hour to this interview, William R. McAndrew, Director of NBC News, said: "President Bourguiba today is one of the most important figures on the international scene. We sent Chet Huntley to Tunisia because Bourguiba has become a man to reckon with all through North Africa, and to let the American people see and hear one of the world's newest chiefs of state. Huntley arrived at the right moment -- just as the republic was proclaimed and Bourguiba named its first President."

Huntley, "Outlook" director Jack Sughrue and a New York film crew returned from Tunis last week after a seven-hour interview with President Bourguiba.

A vigorous, dynamic statesman, President Bourguiba represents the hope of the West in mediating the problems of the troubled North African countries, and keeping that all-important area out of the Communist camp.

("Outlook" will resume its usual time, 5:30-6 p.m., EDT, on Sunday, Aug. 25.)

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NBC-New York, 8/12/57

NBC COLOR TELEVISION NEWS

ED WYNN SALUTE ON 'TEXACO COMMAND APPEARANCE' PREMIERE WILL HAVE STAR SPOTLIGHTED WITH KEENAN WYNN, JANE FROMAN, BEATRICE LILLIE, JILL COREY, MIMI BENZELL, ROD ALEXANDER AND BAMBI LINN

Keenan Wynn, Jane Froman, Beatrice Lillie, Jill Corey, Mimi Benzell and Rod Alexander and Bambi Linn are the first guest stars named who will appear on the TEXACO COMMAND APPEARANCE Thursday, Sept. 19 (NBC-TV, 10-11 p.m., NYT).

The hour-long colorcast will re-create the 55-year show-business career of Ed Wynn. Wynn will perform with the above stars, and others to be named, to present a portion or a highlight in his career.

The stars of today will portray great entertainers of the past whose careers coincide with a specific time in Wynn's career.

"Texaco Command Appearance" will be produced and staged by Ezra Stone for Coronet Productions in cooperation with the American Theatre Wing.

The Ed Wynn salute is the first of a series of hour-long colorcasts spotlighting all-time great stars.

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NBC-New York, 8/12/57

FOUR HALF-HOUR FILMS--"ROME OF THE POPES"--BEING FILMED ON LOCATION ABROAD WITH COOPERATION OF VATICAN FOR PRESENTATION ON NBC-TV'S "THE CATHOLIC HOUR"--SCRIPTS ARE BY PULITZER-WINNER PAUL HORGAN

A series of four half-hour television programs titled "Rome of the Popes" is being filmed on location this Summer with the cooperation of the Vatican, according to a joint announcement today by the National Broadcasting Company and the National Council of Catholic Men.

Paul Horgan, 1955 Pulitzer Prize winner in history (for "Great River: The Rio Grande in North American History"), has written the scripts for the films, which are scheduled for presentation by THE CATHOLIC HOUR on NBC Television in January, 1958.

Both NBC and the NCCM, under whose auspices "The Catholic Hour" is presented, have key personnel in Rome filming the series -- the biggest single project undertaken in the program's six-year history

According to Martin H. Work, executive director of the National Council of Catholic Men, the purpose of the films is "to show the continuing significance of Rome and the Papacy in the history of Christianity and of Western civilization, and the contemporary importance of the Vatican in world affairs." The story of the past will be illustrated with the great churches, monuments and art of Rome. The story of the present will be told in a report on the people and activities of the Vatican today, highlighted by scenes of the reigning Pope, Pius XII.

(more)

The production, six months in the planning and writing, will take the NBC camera crew into virtually every corner of Rome and Vatican City during its two months on location. The Holy See has granted special permission to film the most important sites and activities in its jurisdiction.

Doris Ann is producer for NBC, Richard Walsh for the NCCM, and Martin Hoade of NBC is director. With them in Rome is Msgr. John J. Dougherty, professor of Sacred Scripture at Immaculate Conception Seminary, Darlington, N.J., who is acting as advisor on the project. Msgr. Dougherty is one of three American priests on the Pontifical Commission for films, radio and television.

Included in the four films will be scenes of St. Peter's basilica and other famous basilicas, the excavations underneath the tomb of St. Peter, the catacombs and early Christian art, the Vatican museum and library, the Sistine Chapel and the work of Michelangelo, the ruins of classical Rome, and the North American College.

The first program, "The City of Peter," will dramatize the presence of Peter in Rome and point out the significance of that fact in the history of the Church. The second, "Rome of the Christian Culture," will deal with the flowering of religious culture, theology, architecture, art and music, and its effect on Western civilization. The third, "Renaissance Rome," will attempt to re-create a true picture of the Christian Renaissance as witnessed in Rome, emphasizing the spirit of faith that motivated it. The final film, "The Vatican," will explore the Vatican today, viewing it as the spiritual and administrative center of the worldwide Catholic Church. This program also will explain the significance of the Pope in Catholic doctrine.

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NBC-New York, 8/12/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE
FOR SEPTEMBER, 1957
ALL TIMES EDT

Sunday, Sept. 1

9-10 p.m. -- THE ALCOA HOUR -- "No License to Kill," narrated by Governor Abraham Ribicoff of Connecticut. (live repeat)

Monday through Friday, Sept. 2-6

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER. (Black and White Sept. 4.)

Wednesday, Sept. 4

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Triumph," starring Ralph Bellamy and Betty Field.

Thursday, Sept. 5

10-11 p.m. -- LUX VIDEO THEATRE -- "Old Witch, Old Witch."

Saturday, Sept. 7

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- With guests Lou Carter, Jaye P. Morgan, Kirby Stone Quartet, Buddy Morrow and his Orchestra.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Sept. 8

9-10 p.m. -- GOODYEAR PLAYHOUSE.

(more)

Monday through Friday, Sept. 9-13

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

Wednesday, Sept. 11

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Old Ticker," starring Glenda Farrell and Paul Hartman.

Thursday, Sept. 12

10-11 p.m. -- LUX VIDEO THEATRE.

Saturday, Sept. 14

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Sept. 15

9-10 p.m. -- GOODYEAR PLAYHOUSE.

Monday through Friday, Sept. 16-20

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

Wednesday, Sept. 18

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Sept. 19

10-11 p.m. -- TEXACO COMMAND APPEARANCE -- Starring Ed Wynn. Modern-day stars will recreate highlights of the 55-year show-business career of Ed Wynn; with Keenan Wynn, Jill Corey, Jane Froman, Bea Lillie, Mimi Benzell, Rod Alexander and Bambi Linn.

Saturday, Sept. 21

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

(more)

3 - NBC Color Telecast Schedule

Sunday, Sept. 22

6:30-7 p.m. -- MY FRIEND FLICKA.

9-10 p.m. -- THE ALCOA HOUR.

Monday through Friday, Sept. 23-27

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

Monday, Sept. 23

9:30-10:30 p.m. -- "ELEVEN AGAINST THE ICE" -- Filmed story of the Antarctic Turnpike in Little America; narrated by James Gardiner, a Seabee construction driver.

Tuesday, Sept. 24

8-9 p.m. -- THE GEORGE GOBEL SHOW -- With Eddie Fisher as guest.

Wednesday, Sept. 25

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Sept. 26

10-10:30 p.m. -- LEVER VARIETY HOUR.

Saturday, Sept. 28

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Sept. 29

6:30-7 p.m. -- MY FRIEND FLICKA.

9-10 p.m. -- GOODYEAR PLAYHOUSE.

Monday, Sept. 30

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER.

7:30-8 p.m. -- THE PRICE IS RIGHT -- Featuring Bill Cullen as emcee.

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NBC-New York, 8/12/57

NBC COLOR TELEVISION NEWS

August 12, 1957

'THE PRICE IS RIGHT' NEW MONDAY NIGHT PROGRAM
WILL BE COLORCAST REGULARLY ON NBC

Emcee Bill Cullen takes NBC-TV's popular THE PRICE IS RIGHT show to a color television spot on Monday nights starting Sept. 30 (7:30 p.m., EDT). The current black and white show will continue to be seen daytimes.

A Monday-through-Friday favorite at 11 a.m., EDT, "The Price Is Right" will follow each Monday night the same essential format as in the daytime -- but with more expensive gifts. In addition, the nighttime panels will consist of two men and two women instead of three women and one man which the daytime show uses.

Panelists try to guess the price of items displayed on the show. The one who guesses closest -- but without going over the actual price -- wins the item. The night show will offer such expensive prizes as sports cars, full-length fur coats and trips to Europe.

Just as in the daytime show, home-viewers will get a chance to send in postcard guesses on the total price of items contained in the night "Home Showcase." The items in the night showcase will be displayed for three successive Monday nights, with the winner announced the fourth Monday. The items will be worth at least $15,000.

(more)

Total value of the items offered each Monday night will be more than $30,000.

Through its daytime home showcases, "The Price Is Right" has drawn record-breaking mail responses from its audiences. The show averages around 1,000,000 postcard entries per week and has reached as high as 1,500,000. It has received more than 31,000,000 postcards in all -- the greatest mail pull in TV history.

The daytime team of Robert Stewart, producer, and Paul Alter, director, will also handle the nighttime program. "The Price Is Right" is a Goodson-Todman Production.

Speidel Corp. will sponsor the show on alternate Mondays, starting Oct. 7, through the Norman, Craig and Kummel, Inc. agency.

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NBC-New York, 8/12/57

MINNEAPOLIS WOMAN WINS 'PRICE IS RIGHT' BIRTHDAY SHOWCASE-- 945,000 OTHER VIEWERS ENTERED THE WEEKLY CONTEST

Mrs. Joe Bazewicz of 4223 Seventh St., N.E., Minneapolis, Minn. was announced Aug. 9 as the winner of the "Birthday Showcase" on NBC-TV's THE PRICE IS RIGHT.

Emcee Bill Cullen said that Mrs. Bazewicz had outguessed some 945,000 other home viewers who sent in postcards trying to guess the price of the showcase. The items were displayed during the week of July 29-Aug. 2 on the show. Mrs. Bazewicz guessed the price of the items exactly -- $3,588.05.

Here are the items which she wins in the showcase and their values: convertible car, $1,738.10; bracelet watch, $1,250; cultured pearl necklace, $300; alligator handbag, $150; dresser set, $75; midget vacuum cleaner, $39.95; and perfume, $35.

"The Price Is Right" is seen at 11 a.m., EDT, Monday through Friday.

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NBC-New York, 8/12/57

NBC TRADE NEWS

AUDIE MURPHY TO MAKE TV DEBUT IN NBC-TV 'SUSPICION' DRAMA IN FALL

Audie Murphy has been signed by producer Alan Miller to make his TV debut in "The Flight," which will be filmed for NBC-TV's forthcoming SUSPICION.

The full-hour series of suspense-melodramas begins on the network Monday, Sept. 30 (10-11 p.m., NYT). Actress Susan Kohner, who made her acting debut with Murphy in the motion picture "To Hell and Back," also will appear in the teleplay.

"The Flight," is the story of a strange disappearance that might be murder. Murphy will play the role of an American pilot who becomes involved in the case.

The teleplay was written by Halstead Welles and Gene L. Coon.

It will be directed by Frank P. Rosenberg who has among his credits such notable productions as "King of the Khyber Rifles," "Miracle in The Rain," and "The Farmer Takes a Wife."

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NBC-New York, 8/12/57

NBC TRADE NEWS
A SERVICE OF RCA

August 13, 1957

GILLETTE SAFETY RAZOR CO. RENEWS SPONSORSHIP OF FRIDAY NIGHT 'CAVALCADE OF SPORTS' FIGHT PROGRAMS ON NBC-TV AND RADIO FOR 52 WEEKS, EFFECTIVE SEPTEMBER 6

The Gillette Safety Razor Company has renewed its sponsorship of the Friday night GILLETTE CAVALCADE OF SPORTS boxing programs on NBC-TV and Radio for 52 weeks effective Sept. 6, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Networks Sales, for the National Broadcasting Company. The programs are presented from 10 p.m., NYT, to the conclusion of the bouts.

This will be the 14th year that Gillette has sponsored boxing telecasts on NBC-TV, having been the first sponsor of a televised boxing bout on Sept. 29, 1944, over WNBT (now WRCA-TV) in New York. The Friday night bouts have been presented on the NBC-TV network since Nov. 8, 1946 and on the NBC Radio Network since Sept. 3, 1954.

In addition to presenting some of the top boxing events, "Gillette Cavalcade of Sports" also covers other sports events during the year, including major baseball, football and golf attractions.

Maxon, Inc., is the advertising agency for the Gillette Safety Razor Company.

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NBC-TV NEWS

STATION WINR-TV -- UHF UNIT IN BINGHAMTON, N. Y. --
TO BECOME AN NBC OPTIONAL AFFILIATE OCT. 1

Station WINR-TV, Binghamton, N.Y., will become an optional affiliate of the NBC Television Network on Oct. 1, it was announced jointly today by Fred Stein, Editor of the Binghamton Press, and Harry Bannister, Vice President, in charge of Station Relations for the National Broadcasting Company.

The NBC affiliation with the UHF station which begins operations from its new plant on the Oct. 1 date, will give Binghamton viewers the choice of a complete second service. The tri-city area of Binghamton, Endicott and Johnson City, N.Y., now has only one station.

WINR-TV will operate on Channel 40 with a visual power of 1,070,000 watts from a 509-foot tower and will serve the territory's more than 100,000 homes.

Binghamton Press Co., Inc., is the licensee of WINR-TV. Dale Taylor is General Manager of the Broadcast Division of Binghamton Press, Inc.

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NBC-New York, 8/13/57

STEVE ALLEN AND PERRY COMO ARE THE TOPS IN NEW YORK TEENAGE STUDENTS' SURVEY

NBC-TV stars Steve Allen and Perry Como were named the television favorites of high school and college students polled in the New York area recently by Teenage Survey, Inc.

The poll, questionnaires distributed among 15,000 students, listed Allen as the No. 1 choice with high school and college boys. Como rated second in these categories.

With high school and college girls, the rating was reversed with Como No. 1 and Allen No. 2.

VACATION DAYS FOR FRANK BLAIR AND JACK LESCOULIE FINDS TALENTED 'TODAYERS' HOLDING THE FORT

News editor Frank Blair and sports editor Jack Lescoulie of NBC-TV's TODAY show will begin vacations Monday, Aug. 19.

Dave Garroway, Helen O'Connell and chimpanzee Kokomo Jr. will hold the fort on the weekday morning show during their absence.

Blair will return the following Monday -- Aug. 26. Lescoulie comes back Monday, Sept. 9.

("Today" is telecast Mondays through Fridays, 7-10 a.m., EDT, NBC-TV Network except WRCA-TV. WRCA-TV only, 7-9 a.m., EDT.)

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NBC-New York, 8/13/57

NBC TRADE NEWS
A SERVICE OF RCA

August 14, 1957

"NAT 'KING' COLE SHOW" TO BE PART OF NBC-TV REGULAR FALL SCHEDULE IN NEW TUESDAY (7:30-8 P.M., NYT) TIME-SPOT, STARTING SEPT. 24

THE NAT 'KING' COLE SHOW, which has increased its audience rating by 45 per cent and its share of audience by 29 per cent since its expansion to a half-hour Summer presentation (Tuesdays, 10-10:30 p.m., NYT) on July 1, will be telecast as part of NBC-TV's new 1957-58 regular Fall program schedule in the Tuesday evening, 7:30 to 8 p.m., NYT, time period beginning Sept. 24.

Announcement of the network's latest program entry for the upcoming season was made today by Manie Sacks, Vice President, Television Network Programs, for the National Broadcasting Company.

The program will continue to present the popular singer-pianist in the dynamic song stylings that have made Cole famous. Each week Nat also will have guest stars, with Nelson Riddle and his 16-piece orchestra and the Randy Van Horne choral group backing Cole musically.

(more)

This Summer, Cole's outstanding guest list has included Harry Belafonte, Lisa Kirk, Sammy Davis Jr., Frankie Laine, Pearl Bailey, Mel Torme, June Christy, the Hi-Los and the King Sisters.

The final "Nat 'King' Cole Show" of the Summer season will be telecast Sept. 17. Beginning Sept. 24, "The Californians," a historical romantic adventure series relating the story of the Gold Rush days of the 1850's in the then unborn state of California and starring Adam Kennedy and Sean McClory, will be seen in the Tuesday, 10-10:30 p.m. time period.

"The Nat 'King' Cole Show" will be produced-directed by Bob Henry, with Hal Kemp as executive producer. The program will originate from Hollywood.

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NBC-New York, 8/14/57

NBC RADIO NETWORK NEWS

August 14, 1957

'PAULINE FREDERICK AT THE UN' IS NEW NBC WEDNESDAY RADIO SERIES; HENRY CABOT LODGE JR. IS FIRST GUEST

Pauline Frederick, NBC news commentator and U.N. correspondent, will broadcast a weekly program from United Nations headquarters in New York starting Wednesday, Sept. 4 (10:05-10:30 p.m., EDT), on NBC Radio. Henry Cabot Lodge Jr., head of the U.S. delegation to the UN will be guest on the first broadcast.

The program, titled PAULINE FREDERICK AT THE UN, will regularly feature interviews with members of UN delegations as well as recordings of highlights of meetings of the UN General Assembly -- which convenes Sept. 17 -- and her own analysis of the international scene. Doris Corwith will be the producer.

The Frederick-Corwith team was the one responsible for an earlier UN series that was instrumental in bringing Miss Frederick a George Foster Peabody Award in 1955 for "her independent mind and her consistently fair appraisal of the news." That citation also said: "Her distinguished services in interpreting the United Nations and its agencies not only indicate her concern for world peace but reflect credit upon NBC for its recognition of Miss Frederick's integrity and skill."

(more)

In 1954 Miss Frederick was the first woman ever to receive the Commentator Award of the Alfred I. du Pont Award Committee. In 1956 she won the McCall's Mike top award for "her ingenious reporting and the courage to say what she believes." In 1957 she was named "Woman of the Year in Radio" in the Radio-Television Daily annual poll of the nation's TV and radio editors.

Miss Frederick was born in Gallitzin, Pa. She has been concerning herself with the gathering of news since her junior high school days in Harrisburg, Pa., where she reported school events for the local newspaper. She majored in political science at American University, in Washington, D.C., and went on to take her M.A. there in international law. From 1934 to 1937 she was on the staff of U.S. News and later worked with North American Newspaper Alliance here and overseas. She joined the NBC news organization in June,1953.

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NBC-New York, 8/14/57

NBC COLOR TELEVISION NEWS

NEW 'COLORMATTE' CAMERA PROCESS TO BE USED ON 'THE GEORGE GOBEL SHOW' ON NBC

A new camera process "Colormatte" created and developed by Frank Gaskins, an NBC-TV engineer, and Milt Altman, head of NBC-TV's Graphic Arts, will be introduced for the first time on the premiere of THE GEORGE GOBEL SHOW with Eddie Fisher as guest star, on Tuesday, Sept. 24 (NBC-TV, alternate Tuesdays, 8 p.m., EDT in color and black and white).

According to Alan Handley, producer-director of "The George Gobel Show," the revolutionary new camera production process will enable technicians to reproduce elaborate settings behind a performer, without the use of a rear screen projector. The Gaskins-Altman development is adapted to existing color TV cameras, which electronically mixes the shots of one camera with that of another, to give the effect of a single picture. The process is possible only with TV color cameras, but the results are equally effective when seen on black and white screens of sets which do not receive color. Handley says that the process is a milestone in live television.

NBC-New York, 8/14/57

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC COLOR TELEVISION NEWS

August 15, 1957

GOV. RIBICOFF OF CONNECTICUT TO NARRATE AND EDDIE ALBERT TO BE IN NEW CAST WHEN 'ALCOA HOUR' OFFERS LIVE REPEAT OF COLORCAST HIGHWAY SAFETY DRAMA, 'NO LICENSE TO KILL,' ON NBC SEPT. 1

Governor Abraham A. Ribicoff of Connecticut will be narrator of "No License To Kill," when the based-on-fact dramatization of death on the highways is colorcast on NBC-TV's THE ALCOA HOUR Sunday, Sept. 1 (9 p.m., EDT).

It will be a live repeat of the teleplay that was presented on the same program Sunday, Feb. 3, and was acclaimed by individuals and organizations throughout the country as a powerful plea for safety on the nation's highways.

A new cast will enact leading roles in the repeat telecast. It will be headed by Eddie Albert, Maureen Stapleton and Robert Strauss. Featured will be Frank Overton, Hugh Reilly and Joan Rylander.

"No License To Kill" is a drama of a fatal accident on an American highway and the modern methods used to detect the guilty driver.

Following its initial presentation in February, Governor Ribicoff sent the following wire to Station WNBC in West Hartford, Conn.:

(more)

"Congratulations and commendation to Alcoa and WNBC for great public service in showing 'No License To Kill.' This telecast should have a great impact on the viewer. It makes a substantial contribution towards highway safety and the saving of lives by bringing home to all of us the tragedy of death on our highways as it affects the victims, their families and those responsible for the accident. The play cautions every driver concerning driving habits and encourages respect for law enforcement. Hope that kinescopes of this program can be made available for showing through the nation to multiply and continue the good done."

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NBC-New York, 8/15/57

NBC RADIO NETWORK NEWS

August 15, 1957

'MY TRUE STORY' STARTS ON NBC RADIO SEPT. 2

MY TRUE STORY -- the highly successful radio dramatization of true-to-life personal problems -- will make its debut as a Monday-through-Friday dramatic series on NBC Radio, Monday, Sept. 2 (10:05 to 10:30 a.m., EDT).

The series, which has enjoyed consistently top ratings as a morning radio program, has been heard on another network for 15 years. "My True Story" will continue to be heard in the same time slot on NBC.

The series, based on material from Macfadden Publications, will be produced by Ted Lloyd, written by Margaret Sangster and directed by Ken MacGregor.

* * *

MARGARET E. SANGSTER has written the scripts for "My True Story" since the show's inception 15 years ago. She has demonstrated her outstanding writing talent in the radio, television, magazine, short story, poem and novel fields. Born in Brooklyn, N.Y., she now resides in Englewood, N.J.

KEN MacGREGOR, former radio announcer-actor-scriptwriter has become one of NBC Radio's top dramatic directors since joining the network in 1929. At present, he is one of two directors in NBC Radio's "Five Star Matinee" daytime drama series.

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CREDITS FOR 'THE GEORGE GOBEL SHOW' COLORCASTS ON NBC

PROGRAM:	"The George Gobel Show" with guest star Eddie Fisher.
TIME:	NBC-TV, alternate Tuesdays (beginning Sept. 24) 8 p.m., EDT in color and black and white.*
STAR:	George Gobel
PRODUCER-DIRECTOR:	Alan Handley
WRITERS:	Harry Winkler, Elon Packard, Jack Brooks and Milton Rosen
MUSIC DIRECTOR:	John Scott Trotter
CHOREOGRAPHER:	Lee Scott
PRODUCED BY:	Gomalco Productions
POINT OF ORIGINATION:	Burbank, Calif.
SPONSORS:	Liggett and Myers Tobacco Company; Whirlpool Corporation; Radio Corporation of America.
AGENCIES:	McCann-Erickson, Inc., for Liggett and Myers; Kenyon and Eckhardt, Inc. for Whirlpool Corporation and Radio Corporation of America.

(more)

NBC PRESS CONTACTS: Ted Switzer, Hollywood.
Betty Ann Lanigan, New York.

*On Alternating Tuesdays, beginning Oct. 1, this same time-spot will be occupied by colorcasts of THE EDDIE FISHER SHOW with guest star George Gobel.

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NBC-New York, 8/15/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

August 25 - 31

Sunday, August 25

4:30-5 p.m. -- ZOO PARADE -- "African Safari-East Africa."

9-10 p.m. -- THE GOODYEAR PLAYHOUSE -- "The Littlest Little Leaguer," by Blanche Hanalis, with Nehemiah Persoff, Vivian Nathan, Jacob Kalish, Rudy Bond, Peter Sazer and William Edmondson.

Monday, August 26

1:30-2:30 p.m. -- CLUB 60

3-4 p.m. -- NBC MATINEE THEATER -- "Barricade of the Big Black," with Richard Crenna, Andrew Duggan, Mary Laroche and Russ Conklin. (Repeat)

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray. Guests, singer Ferlin Husky and the Rod Alexander Dancers.

Tuesday, August 27

1:30-2:30 p.m. -- CLUB 60

3-4 p.m. -- NBC MATINEE THEATER -- "The Awakening."

Wednesday, August 28

1:30-2:30 p.m. -- CLUB 60

3-4 p.m. -- NBC MATINEE THEATER -- "Angel Face."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Sing a Song," by Don Ettlinger, starring Jean Pierre Aumont and Patty McCormack.

(more)

Thursday, August 29

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Star Sapphire."

Friday, August 30

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Women Have Ways."

Saturday, August 31

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- With singer Jodie Sands, The Four Freshmen, Andy Williams, The Bob Hamilton Trio and the Three Ghezzis.

NOTE -- PLEASE ADD TO SEPTEMBER COLOR SCHEDULE:

Sunday, Sept. 1 (4:30-5 p.m.) -- ZOO PARADE.

Mondays, Sept. 2, 9 and 16 (9:30-10 p.m.) -- THE ARTHUR MURRAY PARTY.

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NBC-New York, 8/16/57

ALFRED HITCHCOCK PRODUCING 'HEARTBEAT'--STARRING DAVID WAYNE--
ON NEW YORK LOCATION FOR FALL 'SUSPICION' SERIES

"Heartbeat," an Alfred Hitchcock-produced suspense melodrama for NBC-TV's forthcoming SUSPICION, and starring David Wayne, will be filmed in New York beginning Monday, Aug. 19 (the series starts on the network Monday, Sept. 30), 10-11 p.m., NYT.

Exterior shots will be filmed at several locations in Manhattan and Brooklyn.

"Heartbeat" is the story of a man suffering from a severe heart case but who, due to a mix-up in X-rays, is told his heart is perfect. In great jubilation he proceeds to do all the things he'd never been able to do -- dancing, drinking, smoking, and enjoying the thrills of an amusement park. Then the mistake is discovered and the man is found and informed of it.

Terence John wrote the story. Robert Stevens is in from the West Coast to direct it.

"YOUTH WANTS TO KNOW" AND WILLIAM BENDIX WILL TELL 'EM

William Bendix, star of the NBC-TV series "The Life of Riley," will be the guest on Theodore Granik's YOUTH WANTS TO KNOW program Sunday, Aug. 25 (NBC-TV, 4-4:30 p.m., EDT; NBC Radio as part of "Monitor," 10:30 p.m., EDT).

He will be interviewed by a panel of teenagers from Los Angeles. The program will originate from Hollywood and will be moderated by Stephen McCormick.

POUGHKEEPSIE (N.Y.) LADY OUTGUESSES 1,035,000 OTHER ENTRANTS AND WINS 'PRICE IS RIGHT' DINING ROOM SHOWCASE

Mrs. Theresa Williams of 225 Smith St., Poughkeepsie, N.Y., has outguessed 1,035,000 other home viewers to win the "Dining Room Showcase" on NBC-TV's THE PRICE IS RIGHT show.

Emcee Bill Cullen announced Mrs. Williams as the winner on the show today. She guessed the price of the items contained in the showcase at $2,183. -- two cents under the actual price. The showcase was shown during the week of Aug. 5-9. Viewers sent in postcards trying to guess the price.

Here are the items which Mrs. Williams wins and their values: dining room set, $973.80; silver console set, $450; chinaware for twelve, $426; brass serving cart, $239.50; eleven bottles of wine, $72; tile flooring, $48; and a musical wine utensil, $45.

"The Price Is Right" is telecast at 11 a.m., EDT, Monday through Friday.

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NBC-New York, 8/16/57

NBC TRADE NEWS
A SERVICE OF RCA

August 19, 1957

$1,600,000 NET IN NEW AND RENEWAL BUSINESS PLACED WITH NBC RADIO NETWORK DURING PAST TWO WEEKS

NBC Radio sales billings continued to rise sharply during the past two weeks as new and renewal orders amounting to $1,600,000 in net revenue were placed with the network, it was announced today by William K. McDaniel, Vice President, NBC Radio Network Sales.

This latest sales upsurge is in addition to the almost $5,000,000 in net Fall business reported earlier this month and brings to $6,500,000 (net) the total business placed by advertisers on the air on or after Sept. 1, the start of the Fall season.

Sixteen advertisers placed new orders. These sponsors and their agencies are:

Massey-Harris-Furguson, Inc., through Needham, Louis and Brorby, Inc., has ordered THIS FARMING BUSINESS (Saturdays, 8-8:15 a.m., NYT) for 52-weeks starting Aug. 31.

The Quaker Oats Company, through Wherry, Baker and Tilden, Inc., has ordered a schedule of 11 participations a week for 23-weeks, starting Sept. 9, in several NBC Radio programs.

The Whitehall Pharmacal Company, for its Anacin, through the John J. Murray Advertising Agency, Inc., has ordered a total of

(more)

19 participations a week for 13-weeks, starting Sept. 16, in several NBC Radio programs, including NIGHTLINE and MONITOR.

The Radio Corporation of America, through Grey Advertising Agency, Inc., has ordered a total of 25 participations a week for 11 weeks, starting Oct. 7, in several NBC Radio programs.

The Chrysler Corporation, through McCann-Erickson, Inc., has ordered a total of 16 participations a week for four weeks, starting Oct. 3, in LIFE AND THE WORLD, NIGHTLINE and MONITOR.

The Foster-Milburn Company, for its Doan's Pills, through Street and Finney, Inc., has ordered one participation a week for 52-weeks, starting Sept. 2, in MY TRUE STORY.

The Edison Electrical Institute, through Fuller and Smith and Ross, Inc., has ordered a special half-hour evening program on Thursday, Oct. 17; five "Bob and Ray" MONITOR segments each weekend for four weeks, starting Oct. 18, and five "Believe It or Not" MONITOR segments each weekend for three weeks, starting Oct. 25.

The Lever Brothers Company, for its Pepsodent, through Foote, Cone and Belding, has ordered a two-week saturation campaign calling for 100 six-second participations a week for two weeks in several NBC Radio programs.

Sterling Drug, Inc., for its Phillips Tooth Paste, through Dancer-Fitzgerald-Sample, Inc., has ordered two participations a week for 13-weeks, starting Oct. 1, in MY TRUE STORY.

The Scholl Manufacturing Company, through Donahue and Coe, Inc., has ordered two one-minute participations a week for 10 weeks, starting Sept. 24, in NEWS OF THE WORLD.

(more)

The Bon Ami Company, through Ruthrauff and Ryan, Inc., has ordered five one-minute participations a week for three weeks, starting Aug. 18, in MONITOR.

The General Electric Company, through Grey Advertising Agency, Inc., has ordered ten "Bob and Ray" segments on MONITOR for the weekend of Nov. 23.

The Zenith Radio Corporation, through MacFarland, Aveyard and Company, has ordered four participations a week for four weeks, starting Nov. 23, in several NBC Radio programs.

The Insurance Company of North America, through N.W. Ayer and Son, Inc., has ordered a special program, SALUTE TO SECURITY on Wednesday, Sept. 4 (8:30-9 p.m., NYT).

The Christian Reformed Church, through Stoetzel and Associates, Inc., has ordered a half-hour Sunday program for 52-weeks starting Oct. 6.

The Abstainers Association of America has ordered a 15-minute program on Sunday, Oct. 27.

Three advertisers placed renewal orders. These sponsors and their agencies are:

The Gillette Safety Razor Company, through Maxon, Inc., has renewed its sponsorship of the GILLETTE CAVALCADE OF SPORTS Friday night boxing bouts on NBC Radio, from 10 p.m. (NYT) to the conclusion of the fights, for 52-weeks effective Sept. 6.

The Morton Salt Company, through Needham, Louis and Brorby, Inc., has renewed its sponsorship of TOPIC FOR TODAY on Saturdays, from 12:25-12:30 p.m. (NYT), for 52-weeks effective Aug. 31.

The Dodge Division of the Chrysler Corp., through Grant Advertising, Inc., has renewed its sponsorship of MONITOR sports segments for four weeks, effective Aug. 24.

-----o----- NBC-New York, 8/19/57

NBC TRADE NEWS
A SERVICE OF RCA

August 19, 1957

26 FILMED VISITS WITH OUTSTANDING FIGURES OF OUR TIME TO BE PRESENTED IN WEEKLY 'WISDOM' SERIES ON NBC-TV; OPENING PROGRAM--ON PABLO PICASSO--WILL BE IN COLOR

Twenty-six filmed visits with outstanding figures of our time will be telecast by NBC in a weekly WISDOM series starting Sunday, Sept. 15 (2:30-3 p.m., NYT). Pablo Picasso, the 77-year-old Spanish-born painter and sculptor, will be the first subject.

Some of the films in this series -- known variously heretofore as "Conversations with Elder Wise Men," "Visits with Distinguished Persons" and "Wise Elders" -- will be new; others will be repeats.

"For five years," says Robert Graff, the series producer, "NBC has been attempting to bring before the American public the greatest thinkers and doers of our time, -- the people who, in many major fields of human activity, have shaped our times. These programs are now collected for the first time and will be telecast every Sunday afternoon to provide a unified panorama of human leadership in the first half of our century. All the persons in the 'Wisdom' series may not be immediately known to the general public, but all of them are extremely important."

(more)

The Picasso film was made in his studio in Vallauris, in the South of France, and shows the artist at work. It was produced by Rizzoli Productions of Italy under the direction of Luciano Emmer. It is exceptional in the "Wisdom" series in that it is in color and in it there is no conversation. Daniel Catton Rich, director of the Art Institute of Chicago and an authority on contemporary art, wrote and narrates the commentary.

David Ben Gurion, Israel's 70-year-old Prime Minister, will be the subject of the second film (Sept. 22). It was made in the library of his home in Tel-Aviv, where he speaks with producer Robert Graff about what he believes and why he has been able to help achieve a Jewish homeland.

New subjects, in addition to Picasso and Ben-Gurion, will include Igor Stravinsky, the Russian-born composer, filmed at his home in Hollywood, and Ruth St. Denis and Ted Shawn, founders of the modern American dance, filmed at their Berkshire School, Jacob's Pillow, Mass.

In preparation are films with Vannevar Bush, the famed administrator and electrical engineer; Niels Bohr, the nuclear physicist, and Jacques Maritain, the eminent Catholic philosopher.

NBC has so far telecast "Wisdom" conversations with 19 outstanding figures: Bertrand Russell, philosopher and mathematician; Robert Frost and Carl Sandburg, poets; Dr. Louis Finkelstein, Jewish theologian; Frank Lloyd Wright, architect; Wanda Landowska,

(more)

harpsichordist; Alfred P. Sloan Jr., industrialist; Sir Osbert Sitwell, poet and critic; Edward Steichen, photographer; John Hall Wheelock, poet and editor; Eamon De Valera, Ireland's first President and many times Prime Minister; Arnold Toynbee, historian; Pablo Casals, cellist; Herbert Hoover (presented as a full-hour "special event"); Dr. Paul J. Tillich, Protestant theologian; Marcel Duchamp, painter; Sean O'Casey, dramatist; Jawaharlal Nehru, India's Prime Minister, and Dr. Ernest Jones, psychoanalyst.

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NBC-New York, 8/19/57

NBC TRADE NEWS
A SERVICE OF RCA

August 19, 1957

BUILDING TRADES FIELD IS LATEST SEGMENT OF AMERICAN INDUSTRY TO USE NBC RADIO'S "HOT LINE MERCHANDISING PLAN"; USE OF NETWORK DETAILED BY RUBEROID CORP. IN CLOSED CIRCUIT

The building trades field is the latest segment of American industry to make use of NBC Radio's unique "Hot Line Merchandising Plan," it was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network.

In a special closed circuit broadcast on Wednesday, Aug. 14, executives of the Ruberoid Corporation, makers of shingling and siding, briefed the company's sales representatives and leading contractors on plans for promoting its products by means of network radio. The sales representatives and contractors listened to the program in more than 180 cities where NBC Radio has affiliated stations.

Among those who participated in the closed circuit broadcast were: Edward O'Leary, Executive Vice President of Ruberoid Corp.; Matthew J. Culligan, Vice President in charge of the NBC Radio Network; Hugh Downs and Don Russell of NBC Radio, the team of "Bob and Ray," and the editorial staff of "Believe It or Not."

(more)

2 - Building Trades

Ruberoid Corp., making use of network radio for the first time, contracted for 10 segments on "Monitor" each weekend from Sept. 14 to Oct. 20, including five Bob and Ray skits and five "Believe It or Not" featurettes which were specially created for Ruberoid. The contract was placed through Fuller and Smith and Ross, Inc.

Local Ruberoid distributors can tie-in with the network promotion by purchasing local commercials on the NBC Radio affiliate in their city.

NBC Radio's "Hot Line Merchandising Plan," by which sales executives can instantly brief regional distributors by a closed circuit broadcast, was used for the first time May 14 by Del Monte (California Packing Corporation).

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NBC-New York, 8/19/57

NBC SPOT SALES

News

August 19, 1957

LARRY SURLES PROMOTED TO NEW NBC SPOT SALES
POST OF MANAGER OF NEW BUSINESS

NBC Spot Sales has created the new position of Manager of New Business, it was announced today by Jack Reber, Director of NBC Spot Sales. Larry Surles, formerly Eastern Manager, Radio Spot Sales, has been promoted to the new post.

Mr. Surles will spearhead a drive to obtain new spot television business. Reporting to Ed Jameson, Director, NBC Spot Sales, Television, he will service agencies and client prospects for the medium and the TV stations represented by NBC Spot Sales.

Commenting on the appointment, Mr. Reber said, "As a result of spot television's vast growth and its huge potential, we have found it necessary to free a sales executive of administrative details in order to concentrate fully on the development of new business. Many advertisers still must be reached and exposed to the flexibility and sales effectiveness of spot telecasting. Through this new and exclusive service we will reach a still greater number of key advertising executives with this industry-wide story."

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licity department • NBC SPOT SALES • *30 Rockefeller Plaza, N. Y. 20, N. Y.* • CI 7-8300

CREDITS FOR 'THE LORETTA YOUNG SHOW' ON NBC-TV

TIME:	Sundays, 10 p.m., NYT; new Fall series begins Oct. 6.
ORIGINAL STARTING DATE:	Sept. 20, 1953.
FORMAT:	Dramatic series, each half-hour film is new and presents a complete story.
PRODUCER:	John London.
DIRECTORS:	Various.
WRITERS:	Various.
STORY EDITOR:	Ruth Roberts.
FILM EDITOR:	Joe Derbin.
CAMERAMAN:	Norbert Brodine.
FILMED AT:	Goldwyn Studios, Hollywood.
SPONSOR:	Procter and Gamble Company.
ADVERTISING AGENCY:	Benton and Bowles, Inc., New York.
THEME MUSIC:	"Nude Descending a Staircase" by Henry Rene.
PRESS CONTACTS:	Jan Westover, Hollywood; Priscilla Campbell, New York.

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NBC-New York, 8/19/57

NBC TELEVISION NEWS
A SERVICE OF RCA

August 20, 1957

COLOR SERIES

FOUR ONE-HOUR BELL SYSTEM SCIENCE SERIES PROGRAMS NOW IN LIST OF 'SPECIALS' TO BE COLORCAST ON NBC IN FALL-WINTER SEASON

Four one-hour Bell System Science Series programs are now included in the list of "specials" to be telecast in color and in black and white over the NBC network during the 1957-58 season. The scheduling of one of these Science Series programs on NBC had been announced earlier.

"The Unchained Goddess," a scientific explanation of what makes weather, will have its TV premiere Wednesday, Feb. 12, 1958, from 9 to 10 p.m., EST. This is the fourth of the Frank Capra productions made for the new series that first went on the air last Fall.

It was announced previously that "The Strange Case of the Cosmic Rays," a scientific-detective story of the tracking down of cosmic rays in outer space, will be telecast Friday, Oct. 25, from 9 to 10 p.m., EDT.

"Our Mr. Sun," the story of the sun and its effect on all life on the earth, is scheduled for telecast Sunday, Dec. 15, from 5:30 to 6:30 p.m., EST. "Hemo the Magnificent,"

(more)

the story of blood and its circulation, will be telecast Sunday, March 16, 1958, from 5:30 to 6:30 p.m., EST. Both of these programs were initially presented over the CBS network.

The first three programs to be televised in the 1957-58 season are on subjects -- cosmic rays, the sun, and weather -- which are under intensive study by scientists throughout the world during the current International Geophysical Year.

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NBC-New York, 8/20/57

NBC TRADE NEWS
A SERVICE OF RCA

August 20, 1957

'M SQUAD'--NEW DETECTIVE ADVENTURE SERIES STARRING LEE MARVIN--
TO START ON NBC-TV IN FRIDAY NIGHT TIME-SPOT SEPT. 20

M SQUAD -- a new filmed adventure series with a Chicago setting, and starring Lee Marvin as a plainclothes detective of the Chicago Police Department -- will make its debut Friday, Sept. 20 on NBC-TV, 9-9:30 p.m., EDT. (This series had previously been referred to under the temporary working title of "Manhunt.")

Marvin, as Detective Lieutenant Frank Ballinger, will be a freelancer who works alone most of the time in all types of assignments as a top operative of the M Squad, a special detail of top detectives who can cover any division of police work.

The series will be aimed at a realistic picture of such a detective's life as he is assigned to a variety of cases, all stemming from a Chicago background. Straight forward, factual, Detective Ballinger is a highly-trained specialist who often uses unorthodox methods of operation in solving his cases.

A bachelor, he will have no special romantic interests. Each episode will be built around him with no other regular cast members.

(more)

Richard Lewis will be executive producer for Revue Productions, Inc., with John Larkin as producer and Marvin as co-producer. Jerry Adler is coordinator. Directors assigned at present include Don Weiss, Barney Girard, Robert Florey and John Pyser; there will be others, too. The same situation prevails with writers. Those already signed are Joel Murcott, Larry Marcus, Bernard Shoenfeld, Harold Jack Bloom and Sterling Silliphant.

"M Squad" will be sponsored, on an alternate week basis, by the American Tobacco Co. (through Sullivan, Stauffer, Colwell and Bayles, Inc.) and Hazel Bishop, Inc. (through Raymond Spector Co., Inc.).

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NBC-New York, 8/20/57

NBC TRADE NEWS

NBC TO TELECAST SEMI-FINALS AND FINALS OF NATIONAL SINGLE TENNIS CHAMPIONSHIPS

The semi-finals and finals of the National Singles Tennis Championships at the West Side Tennis Club in Forest Hills, N.Y., will be televised coast-to-coast by NBC-TV on Saturday and Sunday, Sept. 7 and 8, NBC Sports Director Tom S. Gallery announced today.

Television coverage of the semi-final round on Sept. 7 will start at approximately 4:30 p.m., EDT (the tennis will be following NBC-TV's "Major League Baseball" telecast seen on most stations). The telecast of the finals on Sept. 8 will begin at 2 p.m., EDT.

The world's top amateur tennis players will compete in the tourney, which starts Aug. 30. Leading U.S. contenders for the men's title include Ham Richardson, ranked number one among Americans; Vic Seixas, 1954 champion and Davis Cup veteran; Dick Savitt and Budge Patty. Among the foreign threats are Sven Davidson of Sweden and a strong Australian contingent headed by Ashley Cooper, Neale Fraser and Mal Anderson.

This will be the sixth consecutive year that NBC-TV has covered the tennis classic and the ninth time since 1947. Commentators for the two tennis telecasts will be announced soon.

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NBC-New York, 8/20/57

NBC A SERVICE OF RCA

August 20, 1957

FIVE NEW LIVE SERIES TO BE TELECAST STARTING OCT. 28 AS PART OF JOINT PROJECT OF NBC AND EDUCATIONAL TV AND RADIO CENTER

Five new series of live national television programs will be presented over the country's educational TV network beginning Monday, Oct. 28, as part of the Educational Television Project undertaken by the National Broadcasting Company and the Educational Television and Radio Center, at Ann Arbor, Mich.

The Fall programs will constitute the second half of the joint effort of NBC and the Center to connect the non-commercial ETV stations in a live network. First part of the project was conducted earlier this year.

Programs will be developed in the fields of the International Geophysical Year, current affairs, American resources and in two other areas. Details will be announced later.

Each of the five series will include 10 sessions to be telecast over a 10-week period. They will be presented each weekday night from 6 to 6:30 p.m., EST. NBC will underwrite the costs and be responsible for development of three of the series; the Center will underwrite and produce the other two.

(more)

Educational stations which will benefit from the project are affiliates of the Center. Twenty-three are now on the air; four others expect to be broadcasting in time to pick up the new live programs.

When NBC and the Center presented the initial segment of the project earlier this year, it marked the first time that the non-commercial stations were interconnected for live programming on a national basis. NBC and the Center are sharing costs of approximately $700,000 to carry out both the Spring and Fall series project.

The first group of programs -- with series in world geography, American literature, mathematics, American government, and highlights of opera history -- was widely acclaimed by educators. The programs were kinescoped and are now being telecast over many of NBC-TV's affiliated stations and re-run on educational outlets.

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NBC-New York, 8/20/57

NBC ANNOUNCES EXTENSIVE PLANS TO COVER GERMAN ELECTIONS; FIVE TOP CORRESPONDENTS ASSIGNED TO SEPT. 15 EVENT

NBC News will set up a radio "network" within West Germany, using five of its overseas correspondents to cover all facets of the West German elections Sept. 15.

The NBC newsmen will supplement their radio coverage of the principal election rallies and the "whistle-stopping" of the two leading candidates -- Chancellor Konrad Adenauer and Social Democratic Party Chairman Erich Ollenhauer -- with film reports for television.

On election day, NBC Berlin correspondent John Rich and Joseph C. Harsch, senior European correspondent, will establish election headquarters in the Parliament Building at Bonn, into which will flow all returns.

Vienna bureau chief Frank Bourgholtzer will be based in Saarbrucken where Saarlanders will be voting for the first time since the return of the Saar to Germany, on January 1 of this year.

Paris chief Leif Eid will be stationed in Hamburg, and Otto Gobius of the Bonn bureau will be covering returns from Essen.

In addition to filing returns into the Bonn office, Bourgholtzer, Eid and Gobius will participate with Harsch and Rich in a roundtable series on the election.

The polls will close at 1 p.m., New York Time, with first returns coming in shortly thereafter. It is expected that between 10 p.m. and midnight that night a definitive result may be known and broadcast by NBC News through this elaborate "network" setup.

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NBC-New York, 8/20/57

NBC
A SERVICE OF RCA

August 20, 1957

TED ROGERS NAMED A PRODUCER FOR NBC-TV'S "WIDE WIDE WORLD"

Ted Rogers has been named a producer of WIDE WIDE WORLD, Barry Wood, executive producer of the program, announced today.

Mr. Rogers, formerly executive producer of NBC-TV's "Home" program, will join three other "Wide Wide World" producers -- Herbert Sussan, Alan Neuman and John Goetz.

Each of the four heads his own production staff and each will produce five of the 20 "Wide Wide World" shows scheduled for the coming season.

Mr. Rogers, who was named producer of "Home" in March, 1955, and was later made executive producer of the program, has had wide experience in television, radio, the theatre and advertising.

From 1953 to 1955, he was with Batten, Barton, Durstine and Osborn, Inc. as television account executive for U.S. Steel and in this post was instrumental in creating "The U.S. Steel Hour." From 1950 to 1953, he was in charge of Hollywood film production for Dancer-Fitzgerald-Sample, Inc.

(more)

In 1956, Mr. Rogers took a leave of absence from NBC to produce telecasts and serve as TV advisor to Vice President Nixon during the campaign. He served in a similar capacity in the 1952 campaign.

He served with CBS, Hollywood, from 1946 to 1950, writing and directing radio programs, public affairs projects and television shows.

During the past season, he produced a series of special fashion shows in color on NBC-TV.

Mr. Rogers and his wife, Virginia, and their three children, Michael, Nancy and Priscilla, live in New Canaan, Conn.

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NBC-New York, 8/20/57

NBC RADIO NETWORK NEWS

CONDUCTOR-ARRANGERS RAY MARTIN, NEIL HEFTI, RICHARD HAYMAN TO SUB FOR VACATIONING SKITCH HENDERSON ON 'NBC BANDSTAND'

Conductor-arrangers Ray Martin, Neil Hefti and Richard Hayman will take over for vacationing Skitch Henderson on NBC BANDSTAND starting Monday, Sept. 2 (NBC Radio, 10:30 to 11 a.m. and 11:05 to 12 Noon, EDT).

The three will be heard on the following schedule: Sept. 2-6 -- Richard Hayman; Sept. 9-13 -- Ray Martin; Sept. 16-20 -- Neil Hefti.

* * *

RICHARD HAYMAN attained fame with the recording of "Ruby," a song he arranged and performed on the harmonica. Born in Cambridge, Mass., the young man has enjoyed success as an arranger for top recording artists, orchestras and movies.

RAY MARTIN, born in Vienna, Austria, has written over 1,200 compositions and this year was named recipient of the Ivor Novello Award for the best British song of the year -- "You Are My First Love." Former musical director for the British Broadcasting Corporation, he now resides in

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* * *

New York City. Has arranged for such conductors as Stanley Black, Mantovani and Geraldo, as well as movies for J. Arthur Rank.

NEIL HEFTI is a frequent guest conductor on "NBC Bandstand." He received his first big break when he joined the Woody Herman orchestra in 1944 and developed a distinctive style of classical arrangements. Neil has arranged for movies, record studios, radio shows and the orchestras of Herman and Harry James, before forming his own orchestra in 1951.

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NBC-New York, 8/20/57

NBC TRADE NEWS
A SERVICE OF RCA

August 21, 1957

"WHAT'S IT FOR?"--PANEL SHOW STARRING HAL MARCH AS MODERATOR--WILL START ON NBC-TV SATURDAY, OCT. 12; SERIES WILL HIGHLIGHT INVENTIONS (OLD AND NEW) AND INTERVIEWS WITH THEIR CREATORS

WHAT'S IT FOR? -- a new panel show starring Hal March as moderator -- will make its debut on NBC-TV on Saturday, Oct. 12 (10-10:30 p.m., NYT).

Pharmaceuticals, Inc., will sponsor the series through the Parkson Agency, Inc.

It is particularly fitting that the half-hour show should make its debut on Columbus Day, since it is devoted to the world of discovery -- in this case, the world of inventors and their brain-children. A panel of four members (to be announced) will be given an opportunity to figure out what the inventions are, what they do and what they are for. Since the inventions to be used on the program were devised any time from the early 1800's to the present day and registered with the U.S. Patent Office, many of them may pose a stiff problem.

The program, which is based on an idea by Merrill Heatter, will present a brief interview with the inventor of the gadget or, in the case of antique inventions, a descendant of the inventor.

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Then the panel will be placed out of sight and hearing of stage proceedings, while the invention is demonstrated for the viewing audience. Upon their return, panel members will attempt to ascertain the nature of the invention. Moderator March and the inventor will answer "yes" or "no" to questions during cross examination. Failure to define the use of the invention will cause a money penalty to be invoked.

The program will be produced by Ed Jurist and directed by Seymour Robbie for Entertainment Productions, Inc.

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NBC-New York, 8/21/57

NBC TRADE NEWS
A SERVICE OF RCA

August 21, 1957

'SALLY,' SITUATION COMEDY SERIES STARRING JOAN CAULFIELD, TO START ON NBC-TV SUNDAY, SEPT. 15--A WEEK EARLIER THAN FIRST ANNOUNCED

SALLY, NBC-TV's new situation comedy series starring Joan Caulfield and featuring comedienne Marion Lorne, will have its premiere Sunday, Sept. 15 (7:30-8 p.m., NYT) -- a week earlier than originally announced.

Alternate sponsors for "Sally" are The Chemstrand Corporation, producers of Acrilan acrylic fibre and Chemstrand nylon, and The Royal Typewriter Company. The advertising agency for The Chemstrand Corporation, which will sponsor the premiere program, is Doyle Dane Bernbach, Inc. For the Royal Typewriter Company, the agency is Young and Rubicam, Inc.

Miss Caulfield portrays Sally Truesdale, a department store salesgirl, who becomes the globe-trotting companion of Mrs. Myrtle Banford, a wealthy scatterbrained matron played by Marion Lorne.

Each weekly episode will be set in a different locale, ranging from Paris to Hawaii, and will include a variety of characters, from Existentialists to royalty.

Frank Ross, Miss Caulfield's husband, is producer for the series. A famous movie producer, he is probably best known for his production of "The Robe."

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NBC COLOR TELEVISION NEWS

THREE KEY PRODUCTION APPOINTMENTS MADE FOR 'JERRY LEWIS SHOW' COLORCASTS

Three key production people have been signed to the staff of NBC-TV's JERRY LEWIS SHOW which will start its 1957-58 schedule on Tuesday, Nov. 5 (NBC-TV, 9 p.m., EST, in color and black and white). They are: Jack Shea, director; Walter Scharf, musical director and Nick Castle, choreographer. As previously set, producer is Ernest Glucksman.

Shea, who directed the last Lewis' show in June, 1957, also worked this past season as director of Bob Hope's NBC-TV shows and as director of "Truth or Consequences" on the same network.

Scharf is a veteran conductor-arranger-composer who has worked for most of the major motion picture studios in association with stars such as Phil Harris and Alice Faye, and in television on Donald O'Connor and Milton Berle shows.

Castle, a top dance director in motion pictures since 1935, has 103 motion picture credits, as well as television credits for shows starring Jerry Lewis, Dinah Shore and Bob Hope, among others.

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NBC-New York, 8/21/57

NBC

A SERVICE OF RCA

NBC TRADE NEWS

ARCHIE MOORE-TONY ANTHONY LIGHT-HEAVYWEIGHT TITLE FIGHT IS 'CAVALCADE OF SPORTS' FEATURE ON NBC SEPT. 20

The light-heavyweight championship bout between titleholder Archie Moore and challenger Tony Anthony at Olympic Auditorium in Los Angeles Friday, Sept. 20 (10 p.m., EDT) will be covered by NBC-TV and NBC Radio as a GILLETTE CAVALCADE OF SPORTS feature.

Jimmy Powers will comment on the action in the 15-round match for television viewers. Don Dunphy and Win Elliot will give the blow-by-blow description on radio.

The 40-year-old Moore, from San Diego, Calif., has been light-heavyweight champion since December, 1952, when he won the crown from Joey Maxim. Anthony, a 22-year-old New Yorker, gained a title shot with a third-round kayo over another leading challenger, Chuck Spieser, in April.

(The telecast will be blacked out in the Los Angeles area.)

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NBC-New York, 8/21/57

NBC
A SERVICE OF RCA

August 21, 1957

'THE CATHOLIC HOUR' TO PRESENT SOUND FILMS OF POPE PIUS
MADE IN ROME BY NBC WITH HIS PERSONAL APPROVAL

Extensive films-with-sound of Pope Pius XII have been made especially by NBC for presentation on THE CATHOLIC HOUR with his personal approval, it was announced yesterday by the network and the National Council of Catholic Men.

Included in the films are a public audience in the Vatican and a public audience at the Papal Summer residence of Castel Gandolfo.

Officials of NBC and the NCCM were received in private audience by the Pope at the close of the two-month on-location filming in Rome and Vatican City.

The Pope expressed high interest in the filming of the project, officials said, and reported he would like to see the film when it is completed.

His appearances will come in a series of four half-hour TV programs titled "Rome of the Popes" to be presented on Sundays by "The Catholic Hour" early next year.

Representing NBC in Rome was Doris Ann, of the network's Public Affairs Department; representing the NCCM was Martin H. Work, its executive director.

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The purpose of the films is to show the continuing significance of Rome and the Papacy in the history of Christianity and of Western civilization, and the contemporary importance of the Vatican in world affairs. The story of the past will be illustrated with the great churches, monuments and art of Rome. The story of the present will be told in a report on the people and activities of the Vatican today, highlighted by scenes of the reigning Pope, Pius XII.

The production, six months in the planning and writing, took the NBC camera crew into virtually every corner of Rome and Vatican City during its two months of filming. The Holy See granted special permission to film the most important sites and activities in its jurisdiction.

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NBC-New York, 8/21/57

LABOR DAY TALK BY WALTER REUTHER

ON NBC RADIO'S "NIGHTLINE"

A Labor Day talk by Walter Reuther, Vice President of the AFL-CIO and President of the United Auto Workers, will be broadcast Monday, Sept. 2 (9:45-10 p.m., EDT), as part of NBC Radio's NIGHTLINE. The talk will be tape-recorded in advance for presentation at this time.

NBC-New York, 8/21/57

NBC TRADE NEWS
A SERVICE OF RCA

August 22, 1957

THE DRACKETT COMPANY SIGNED AS FIRST SPONSOR
OF NBC-TV'S "WAGON TRAIN" SERIES

The Drackett Company has signed as the first sponsor of NBC-TV's new Western series WAGON TRAIN, which will be presented weekly starting Wednesday, Sept. 18 (7:30-8:30 p.m., NYT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Drackett will sponsor one-half of "Wagon Train" on alternate weeks starting with the first program on Sept. 18.

The filmed "Wagon Train" series will dramatize the perilous journey of a group of pioneers in the early 1850's from the Midwest to California and features Ward Bond and Robert Horton as permanent co-stars. In accordance with the program's star-for-every-story policy, several distinguished performers have already been signed to appear with the regular stars, including Ernest Borgnine, Farley Granger, Shelley Winters, Michael Rennie, Carolyn Jones, Ricardo Montalban, Joanne Dru and Mark Stevens.

Young and Rubicam, Inc., is the advertising agency for the Drackett Company.

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NBC COLOR TELEVISION NEWS

August 22, 1957

FOUR COLLEGE FOOTBALL GAMES--INCLUDING ARMY-NAVY CLASSIC--
WILL BE COLORCAST THIS FALL BY THE NBC NETWORK

Four college football games, including the Army-Navy classic, will be presented in color as well as black and white this Fall by the NBC Television Network, Tom S. Gallery, NBC Sports Director, announced today.

Games to be colorcast are part of the nine-date schedule of National Collegiate Athletic Association football contests that NBC-TV will be covering for the sixth year.

"Color television adds another dimension to all sports," Mr. Gallery said. "But in football, color is of special value in providing sure identification of the teams, since it is frequently difficult for black-and-white viewers to unscramble the players. In addition, color TV will bring home-viewers a living picture of the cheering sections, the half-time shows and other attractions that make college football such a great spectacle."

The Army-Navy meeting, 58th in the series between the two service schools, will be colorcast Saturday, Nov. 30, from Philadelphia's Municipal Stadium.

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The NBC color cameras also will cover the Oklahoma-Notre Dame game in Norman, Okla., on Saturday, Nov. 16. The Sooners chalked up their third straight perfect season last year, and have now won 40 games in a row over a four-year period. Their last defeat was at the hands of Notre Dame in 1953.

Two Big Ten battles will be colorcast on Saturday, Oct. 19, and Saturday, Nov. 2. Both games will be selected as the conference race progresses.

NBC's five-camera color mobile unit, largest of its kind, will be used to cover the four games.

Today's announcement adds to the sports lineup on the NBC color schedule. NBC will colorcast all World Series games played in the American League park this Fall.

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NBC-New York, 8/22/57

NBC TELEVISION NEWS
A SERVICE OF RCA

August 22, 1957

PREMIERE

"LOOK HERE!"--NEW INTERVIEW SERIES FEATURING MARTIN AGRONSKY--
TO START ON NBC-TV IN SUNDAY AFTERNOON TIME-SPOT SEPT. 15

A new live TV interview program featuring Martin Agronsky, Peabody Award-winning NBC reporter-commentator, will be presented weekly by the National Broadcasting Company starting Sunday, Sept. 15 (3:30-4 p.m., NYT).

The program, titled LOOK HERE!, will be designed to draw from prominent persons, by means of interview, a picture of what they are as public figures, as careerists, and as human beings.

Agronsky each week will interview a person "prominent, important, or just plain interesting to the public," according to Robert Graff, the program's producer. Subjects will come from all walks of life: government, the arts and sciences, sports, entertainment, business. Names will be announced soon.

The program will be done live and remote "in a setting which will enhance the personality of the subject and give the audience a fuller appreciation of the person," Graff says.

And Agronsky adds: "We shall try to get at the wellsprings of a subject's personal philosophy. We shall attempt to make people understand, in terms of his personal philosophy, why he is what he is and acts the way he does.

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"There might be occasions when a controversy of national importance would dictate trying to get the central figure or figures to illuminate the issues involved. The program will primarily, however, concentrate on persons rather than issues."

Agronsky received the 1952 George Foster Peabody Award for his "penetrating analyses of highly controversial matters" which reflect "an understanding of the fundamentals of freedom and a concern for the rights and dignity of the individual citizen." The citation noted further that "he has earned the confidence of his listeners as a skillful and competent reporter."

He was born in Philadelphia and is a 1936 graduate of Rutgers University. He began broadcasting more than 17 years ago with a report for NBC on the Russo-Finnish upheaval in the League of Nations. After broadcasting from Geneva, Bucharest, Belgrade, Athens, Sofia, Ankara and other European trouble spots, he became -- in 1940 -- NBC's roving reporter in the Balkans. As war correspondent he was with the British Army in Libya, at Singapore when the Japanese attacked, in Australia with General Douglas MacArthur, and flew with the RAF on bombing raids in Italy. From 1943 to early this year he was Washington correspondent for the ABC network.

(more)

3 - "Look Here!"

Robert Graff -- producer of "Look Here!" -- is also producer of the network's new weekly "Wisdom" series, which will have its premiere the same day (Sunday, Sept. 15, 2:30-3 p.m., EDT), and of "Assignment: Southeast Asia," a color special on the NBC-TV agenda for the coming season. He was associate producer and field director of the earlier "Assignment: India," producer of the first color telecast from the Metropolitan Museum of Art in New York, and associate producer of "K2, the Savage Mountain" and of the network's Coronation coverage.

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NBC-New York, 8/22/57

NBC TRADE NEWS
A SERVICE OF RCA

August 22, 1957

FORD DIVISION OF FORD MOTOR COMPANY RENEWS SPONSORSHIP OF 'THE FORD SHOW' STARRING TENNESSEE ERNIE FORD

The Ford Division of the Ford Motor Company has renewed its sponsorship of THE FORD SHOW, starring Tennessee Ernie Ford, on NBC-TV Thursdays from 9:30-10 p.m., NYT, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The 52-week contract is effective Oct. 3 and was placed through the J. Walter Thompson Company.

"The Ford Show" will begin its second season on NBC-TV Sept. 19 with Tennessee Ernie Ford again presiding as host of the informal variety program. Special guest stars also will appear each week.

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NBC TRADE NEWS
A SERVICE OF RCA

August 22, 1957

'PEOPLE ARE FUNNY' STARRING ART LINKLETTER AS STUNTMASTER,
STARTS FOURTH NBC-TV SEASON SATURDAY, SEPT. 14

PEOPLE ARE FUNNY -- starring Art Linkletter as stuntmaster -- starts its fourth NBC-TV season with the Fall-Winter premiere program of Saturday, Sept. 14 (7:30 p.m., NYT.)

Returning as alternating sponsors of the TV show are the R.J. Reynolds Tobacco Company (for Salem Cigarettes), with William Esty Company, Inc., as their advertising agency; and the Toni Company (for New Even-Waving Toni, Adorn Hair Spray, Deep Magic and Tonette) through North Advertising Incorporated and (for White Rain) through Tatham-Laird, Inc.

Not only will the smiling Mr. Linkletter be back, but the romantically-inclined Univac, which cut such a swath for Cupid last season, will return. However, this year the John Guedel Productions are teaming Univac with another romantic "weapon" -- hypnotism -- for some of the program's highlights.

Once more the electronic brain will be matching cards of marriage-minded single people, to come up with possibilities for good matches. Once these people are introduced to each other on

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"People Are Funny," they will be matched in games on the program. If they win the games, they will continue to be associated on the program, thus getting to know each other better as they work their way toward bigger and better jackpot prizes. One new feature of the show will be a "Link-a-Letter" game, a 1957 version of an old parlor game in which contestants take turns adding letters, but try to avoid making words. Then, of course there is the "mysterious new gimmick" when Univac results will be teamed with hypnotism.

"Last season," says Linkletter," one of our 'Univac couples' actually fell in love before the eyes of the nation and announced their engagement on the show. This year we really hope to ring the bell -- wedding bells, that is."

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NBC-New York, 8/22/57

NBC TELEVISION NEWS
A SERVICE OF RCA

August 22, 1957

CHANGES IN PREMIERE DATES FOR NBC-TV FALL SHOWS

Following are changes in premiere dates for upcoming NBC-TV Fall shows:

THE PRICE IS RIGHT, originally scheduled to begin its nighttime telecasts on Monday, Sept. 30 (7:30 p.m., NYT), will premiere on Sept. 9 in the same time-spot.

WAGON TRAIN, previously announced as beginning on Wednesday, Sept. 11 (7:30 p.m., NYT), will start instead on Sept. 18 in that time-spot.

THE NAT 'KING' COLE SHOW, will start on Tuesday, Sept. 10 (7:30 p.m., NYT), instead of Sept. 24, as previously scheduled.

THE LORETTA YOUNG SHOW will start Sunday, Oct. 20, 10 p.m., NYT, instead of Sunday, Oct. 6,as previously announced.

REVISED CREDITS FOR 'SALLY' ON NBC-TV

TITLE:	SALLY.
PREMIERE DATE:	Sunday, Sept. 15, 1957.
TIME:	Sundays, 7:30-8 p.m., NYT.
STAR:	Joan Caulfield as Sally Truesdale.
FEATURED PLAYER:	Marion Lorne as Mrs. Myrtle Banford.
CAST:	New cast each week.
FORMAT:	A situation comedy series about a department store salesgirl who becomes the traveling companion of a wealthy scatter-brained matron.
THEME SONG:	"Autumn Silhouettes" by Leo Shuken.
PRODUCER:	Frank Ross.
DIRECTOR:	William Asher.
WRITER:	Phil Shuken.
DIRECTOR OF PHOTOGRAPHY:	George Clemens, A.S.C.
ASSISTANT DIRECTOR:	Bud Brill.
ART DIRECTOR:	John Goodman.
SET DECORATOR:	Ray Moyer.
FILM EDITOR:	Everett Douglas.
UNIT PRODUCTION MANAGER:	William Mull.
MISS CAULFIELD'S GOWNS:	Maxwell Shieff.
SPONSOR:	The Chemstrand Corporation, producers of Acrilan acrylic fibre and Chemstrand nylon; and The Royal Typewriter Company.

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ADVERTISING AGENCIES: Doyle Dane Bernbach, Inc., for Chemstrand; Young and Rubicam, Inc., for Royal Typewriter.

NBC PRESS REPRESENTATIVES: Kay Mulvihill, Hollywood; Bob LeDonne, New York.

FILMED AT: Paramount Studios for NBC-TV.

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NBC-New York, 8/22/57

NBC-TV NEWS

REVISED CREDITS FOR 'DRAGNET' ON NBC-TV

TIME:	NBC-TV, Thursdays, 8:30 p.m., EDT; Fall series starts Sept. 26, 1957.
ORIGINAL STARTING DATE:	Jan. 3, 1952
STAR:	Jack Webb as Sgt. Joe Friday.
FEATURED PLAYER:	Ben Alexander as Officer Frank Smith.
CAST:	Varies each week.
FORMAT:	A dramatized series depicting the great variety of cases which the police are asked to handle, many of them involving other persons than hardened criminals. All episodes are based on cases from the files of the Los Angeles City Police Department.
THEME SONG:	"Dragnet Theme" by Walter Schumann.
PRODUCER:	Jack Webb
DIRECTOR:	Jack Webb
ASSISTANT DIRECTOR:	Harry D'Arcy

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TECHNICAL ADVISORS:	Office of Chief W.H. Parker of Los Angeles Police Department.
WRITERS:	Frank Burt, James Moser, John Robinson and Michael Cramoy.
DIRECTOR OF PHOTOGRAPHY:	Edward Coleman
SUPERVISING FILM EDITOR:	Robert M. Leeds
CASTING DIRECTOR:	Herm Saunders
SET DESIGNER:	Field Gray
MUSIC COMPOSED AND CONDUCTED BY:	Walter Schumann
ORCHESTRATIONS:	Nathan G. Scott
NARRATOR:	George Fenneman and Hal Gibney.
SPONSORS:	Liggett and Myers Tobacco Company, and Schick, Inc.
AGENCIES:	Dancer-Fitzgerald-Sample, Inc., for Liggett and Myers; Benton and Bowles, Inc., for Schick.
ORIGINATION:	Mark VII Studios in Studio City, Calif.
NBC PRESS REPRESENTATIVES:	Kay Mulvihill (Hollywood) Bob LeDonne (New York)

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NBC-New York, 8/22/57

NBC-TV NEWS

CREDITS FOR "THE NAT 'KING' COLE" SHOW ON NBC-TV

FORMAT:	Musical-variety with guest stars.
TIME:	NBC-TV, Tuesdays, 10-10:30 p.m., NYT through Sept. 3. Tuesdays, 7:30-8 p.m., NYT, beginning Sept. 10.
STARRING:	Nat 'King' Cole
PRODUCER AND DIRECTOR:	Bob Henry
EXECUTIVE PRODUCER:	Carlos Gastel
MUSICAL DIRECTOR:	Nelson Riddle and his orchestra.
ART DIRECTOR:	Sid Rushakoff
CHOREOGRAPHY:	Marie Bryant
VOCAL GROUP:	The Randy Van Horne Singers
ASSOCIATE DIRECTOR:	Edith Johnson
TECHNICAL DIRECTOR:	Clair McCoy
LIGHTING:	Jim Kilgore
AUDIO:	Bill Cole
UNIT MANAGER:	Charles Baldour
ORIGNATION:	Live from Burbank, Calif.
NBC PRESS CONTACTS:	Jane Westover, Hollywood; Leonard Meyers, New York.

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NBC-New York, 8/22/57

CREDITS FOR THE ALFRED HITCHCOCK FILM UNIT PRODUCING 'SUSPICION' ON NBC-TV

(One of three units producing the series)

TIME:	NBC-TV, Mondays, 10-11 p.m., NYT.
STARTING DATE (for entire "Suspicion" series):	Sept. 30, 1957
FORMAT:	Stories selected for their ability to "fascinate, mystify and suspend" the viewer.
CAST:	Stars of television, motion pictures and stage in leading roles with players of note featured.
HOST:	Dennis O'Keefe
EXECUTIVE PRODUCER:	Alfred Hitchcock
ASSOCIATE PRODUCER:	Joan Harrison
DIRECTORS:	Alfred Hitchcock, Robert Stevens and others.
WRITERS:	Famous authors' works will be adapted by leading TV dramatists.
CASTING DIRECTOR:	Robert Walker
SCENIC DESIGNERS:	John Lloyd, Martin Obzina

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COSTUME DESIGNER:	Vincent Dee
FILM EDITOR:	Edward Williams
FILM SUPERVISOR:	Richard Wray
SPONSORS:	Philip Morris Cigarettes, The Ford Division of the Ford Motor Company.
AGENCIES:	J. Walter Thompson Company for the Ford Division; and N.W. Ayer and Son, Inc., for Philip Morris.
ORIGINATION:	On film from Hollywood.
NBC PRESS REPRESENTATIVES:	George Norford, New York Bob Bowen, Hollywood

(NOTE: Individual credit sheets will be issued on each unit.)

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NBC-New York, 8/22/57

NBC COLOR TELEVISION NEWS

August 23, 1957

BIG ROSTER OF TOP STARS SIGNED FOR 1½-HOUR COLORCAST CELEBRATION OF 75TH ANNIVERSARY OF STANDARD OIL COMPANY (NEW JERSEY) -- CYRIL RITCHARD TO STAGE PROGRAM ON NBC-TV SUNDAY, OCT. 13

June Allyson, Jimmy Durante, Marge and Gower Champion, Brandon De Wilde, Bert Lahr, Eddie Mayehoff, Jane Powell, Kay Starr and Kay Thompson have been signed to star in the 75th anniversary colorcast television celebration of the Standard Oil Company (New Jersey) over NBC-TV Sunday, Oct. 13 (9-10:30 p.m., NYT). Additional stars will be announced at a later date.

The special anniversary colorcast wil be staged by theatre veteran Cyril Ritchard. As its theme, the show will have "Wonders of Today and the Promise of Tomorrow," as interpreted by original material in song, dance, sketches and musical variety.

On the creative staff will be Kay Thompson and fashion photographer Richard Avedon. Avedon recently was the color consultant on the motion picture "Funny Face."

Also featured in the 90-minute colorcast will be the premiere of a 12-minute animated cartoon film by British caricaturist Ronald Searle. The film, entitled "Energetically Yours," traces the development of the human race in terms of the sources of energy man has learned to use.

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"The Standard Oil (New Jersey) 75th Anniversary Show" will originate from NBC-TV's color studio in Brooklyn, N.Y.

Terry Clyne and George Haight will be in charge of production. George Bassman is musical coordinator.

The show is being produced for Standard Oil Company (New Jersey) by McCann-Erickson, Inc., in association with Showcase Productions, Inc.

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NBC-New York, 8/23/57

NBC TRADE NEWS
A SERVICE OF RCA

August 23, 1957

LEON H. CAGAN NAMED MANAGER OF LATIN AMERICAN OPERATIONS FOR NBC INTERNATIONAL, LTD.

Leon H. Cagan has been appointed Manager of Latin American Operations, NBC International, Ltd., it was announced today by Alfred R. Stern, Chairman of the Board of the NBC wholly-owned subsidiary.

Mr. Cagan will direct NBC International's activities for Latin America, with emphasis on program sales, including programs produced by both the NBC Television Network and California National Productions, Inc., as well as NBC International's station investments and management services.

"The creation of the new offices with headquarters in Mexico City is designed to meet the rapid growth of the medium of television in Latin America," Mr. Stern said.

A native of Beverly, Mass., Mr. Cagan attended the University of California and was a Fulbright Fellowship Scholar in Florence, Italy. Before joining ABC Film Syndication, Inc., in January, 1956, he served as assistant program director of the Italian Radio Network in Rome. Upon his return to the U.S.,he first served with Italian Films Export, where he represented the Italian Film Network as a film buyer.

He is married and has one child.

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NBC A SERVICE OF RCA

August 23, 1957

NBC TOKYO CORRESPONDENT JAMES ROBINSON
TO BE SENT TO RED CHINA

NBC Tokyo correspondent James Robinson, will be sent to Red China, William R. McAndrew, Director of News, announced, following the removal of the U.S. State Department's ban on American newsmen traveling in that Communist nation.

Robinson, currently touring southeast Asia, has been instructed to obtain validation of his American passport for travel into Red China at the U.S. Consul General's office in Singapore. He will then go to Hong Kong to await a visa from the Communists for entry to the Chinese mainland.

NBC News is gratified the State Department has finally decided to permit American newsmen to go to Red China, McAndrew said. He cited yesterday's decision by the State Department as another step forward in the dissemination of information by qualified American newsmen to the free world from those parts of the world where freedom is unknown.

Noting that news from Red China will probably be subject to censorship and other limitations, McAndrew nevertheless considers it useful to have American newsmen in China. "I believe we can better

(more)

understand the problems of the Chinese when they are viewed through the eyes of American newsmen rather than nationals of other countries," he said.

"The Americans have the orientation necessary to make situations clear to their fellow countrymen. They will be better equipped to interpret the actions of the Chinese Communist government for the American public than newsmen of other nationalities."

Robinson, 35-year-old correspondent, has first-hand knowledge of Red China. He taught at Tsinghua and Yenching Universities, Peiping, in 1948 and 1949 and speaks fluent Chinese.

Minneapolis-born, Robinson joined NBC News as its Far East correspondent in 1952. He was named chief of the Hong Kong bureau in 1955, and earlier this year became chief of the Tokyo bureau.

Robinson interviewed Red China's Premier Chou En-lai during the latter's visit to Burma, in December, 1956. It was the first sound-on-film interview granted to TV newsmen by the Red Premier. Robinson also covered the Premier's visits to Cambodia and India.

* * *

The following report from NBC Tokyo correspondent Jim Robinson, now in Singapore awaiting validation of his American passport for travel into Red China, was broadcast this morning (Friday, Aug. 23) on NBC Radio's WORLD NEWS ROUNDUP. It is the first report from Robinson since notification that he will go to China for NBC News:

"Communist Chinese officials are not talking to foreign correspondents these days, Western newsmen just out from Red China

(more)

find it impossible to meet with government officials, and the non-communist Chinese are too frightened to meet with newsmen.

"This is rather a drastic change from a year ago, but right now the Peiping regime is having serious problems. This has resulted in a distinct stand-off attitude toward Foreigners, but we Americans won't be bothered by censorship as in Russia.

"We will be free to travel any place any time, except for certain military areas, and it is certain the Chinese Reds will make prodigious efforts to cater to us, which is hoped will break down the present worried reserve that's presently clouding opportunities to find out what's going on in the world's largest country."

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NBC-New York, 8/23/57

NBC COLOR TELECAST SCHEDULE

Sept. 1 - 7

All Times EDT

Sunday, Sept. 1

4:30-5 p.m. -- ZOO PARADE -- "African Safari -- South Africa."

9-10 p.m. -- THE ALCOA HOUR -- "No License to Kill" -- With Eddie Albert, Maureen Stapleton, Robert Strauss, Frank Overton and Hugh Reilly; narrated by Gov. Abraham A. Ribicoff of Connecticut. (Live repeat).

Monday, Sept. 2

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Jewel Box."

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray. Guests are Gene Tierney, Janet Blair, Cesar Romero, Faye Emerson and The Everly Brothers - singers.

Tuesday, Sept. 3

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Molly Morgan."

Wednesday, Sept. 4

1:30-2:30 p.m. -- CLUB 60.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Triumph," starring Ralph Bellamy and Betty Field.

(more)

Thursday, Sept. 5

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER --

10-11 p.m. -- LUX VIDEO THEATRE -- "Old Witch, Old Witch," with Margalo Gillmore, Frances Robinson, Aline Towne, Shirley Mitchell, Maury Hill, Billy Chanin, Tom Browne Henry, Dickey Bellis and Dick Goode.

Friday, Sept. 6

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER --

Saturday, Sept. 7

8-9 p.m. -- THE JULIUS LA ROSA SHOW -- With guests Lou Carter, Stubby Kaye, Jaye P. Morgan, the Kirby Stone Quartet, Buddy Morrow and Orchestra.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE ADD TO SEPTEMBER COLOR SCHEDULE:

Sunday, Sept. 15 -- 2:30-3 p.m. -- WISDOM SERIES -- Pablo Picasso, 77-year-old Spanish painter and sculptor, is the subject of a filmed visit made in the south of France showing the artist at work.

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NBC-New York, 8/23/57

NBC TRADE NEWS

MARJORIE LORD SIGNED FOR LEADING ROLE OPPOSITE ERNEST BORGNINE IN PREMIERE 'WAGON TRAIN' TELECAST--'THE WILLY MORAN STORY'

Marjorie Lord has been signed for a leading role opposite Academy Award winner Ernest Borgnine in "The Willy Moran Story," premiere program on NBC-TV's WAGON TRAIN Wednesday, Sept. 18 (7:30-8:30 p.m., EDT).

Borgnine is cast as the drunken ex-prize fighter Willie Moran who battles to regain his self-respect, and Miss Lord will portray the young woman who tries to help him.

Also starred in the first of the Western stories are Ward Bond as Wagonmaster Seth Adams, and Robert Horton as Scout Flint McCullough.

Drained of his pride, and with his wits clouded by punishment and liquor, Willy manages to get a job as a driver on the Western-bound wagon train. He is attracted to Mary Palmer (Miss Lord) in a reverent, but rather hopeless manner. This hopelessness is magnified when he is framed in a situation that again strips him of respect

(more)

and, with it, the will to improve himself. Having sunk once again to pathetic helplessness, Willy is given a final chance to redeem himself when one of the wagon owners is revealed as a member of the notorious Quantrill Raiders with a wagon-load of munitions for the outlaw leader.

Featured in the cast are Andrew Duggan, Beverly Washburn, Donald Randolph, Richard Hale, John Harmon, Michael Winkleman, Kevin Hagen, Frank McGrath, Joseph McQuinn and Richard Devon.

"The Willy Moran Story" was written by William Fay and William R. Cox and directed by Herschel Daugherty.

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NBC-New York, 8/23/57

1,225,000 PERSONS ENTER WEEK'S "PRICE IS RIGHT" POSTCARD CONTEST AND GEORGIA WOMAN IS HAPPY WINNER OF PRIZE SHOWCASE

The winning guess out of 1,225,000 postcard entries for the "Modern Showcase" on NBC-TV's THE PRICE IS RIGHT show has been made by Mrs. Sophie Goodove of 110 E. 64th St., Savannah, Ga.

Emcee Bill Cullen announced Mrs. Goodove's name as the winner on the show today. She guessed exactly the price of the items displayed in the showcase during the week of Aug. 12-16. The price was $2,133.60.

Here are the items which she won and their values: freezer and refrigerator, $729.50; Laundromat-dryer, $629.90; color TV set, $599.95; ceiling lamp, $59.85; Mixmaster, $54.50; slicing machine, $49.95; and clock, $9.95.

"The Price Is Right" is seen at 11 a.m., EDT, Monday through Friday.

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NBC'S EDWARD STANLEY ON VISIT TO GREECE

Edward Stanley, manager of NBC public service programs, will leave for Greece today to study the effects of American aid to that country. He will be a member of a group representing U.S. news media who will make a 10-day on-location survey. He will fly to Zurich today en route to Athens.

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NBC-New York, 8/23/57

A SERVICE OF RCA

August 26, 1957

NBC CHARGES PHILCO PROTEST IS ANOTHER 'MANEUVER IN ITS VENDETTA AGAINST RCA'

The National Broadcasting Company charged that the Philco Corporation is merely conducting another "maneuver in its vendetta against RCA" in protesting the Federal Communications Commission's renewal of license for WRCV-TV, NBC's television station in Philadelphia. NBC made the statement in its reply, filed today, requesting the FCC to dismiss the Philco protest as "sham in its entirety" and an abuse of the FCC's processes.

Philco's objective, the NBC reply asserted, is to use the Commission's procedure as a weapon in its $150,000,000 treble damage action against RCA over patent licenses and as a further publicity springboard to injure RCA and NBC.

RCA's refusal through the years to grant Philco's demands for preferential treatment in royalty payments, so that Philco could get an advantage over its competitors licensed by RCA, is the basis for Philco's "continuing and vindictive attack on RCA," NBC charged.

It was RCA's pioneering in electronics and RCA's continued technical assistance which gave Philco its remarkable growth, NBC asserted. Now that Philco's announced pre-tax earnings have tobogganed from $35,316,077 in 1953 and $17,286,329 in 1955 to $557,690 in

(more)

1956, it is "seeking a scapegoat for its own business deficiencies and weaknesses," NBC asserted, adding: "During its years of prosperity, there was no attack from Philco on RCA and NBC."

NBC pointed out that at Philco's last stockholders' meeting in April, 1957, Philco's President, James M. Skinner, Jr., attributed Philco's decline in earnings to six business factors, not one of which has the remotest relation to any alleged "unfair practices" by RCA or NBC. Despite this, Philco, in its pending action is trying to claim that RCA is responsible for Philco's present financial situation.

As a result of Philco's failure to realize its opportunities, it has never attained the position in television it once held in the manufacture of radio sets. "Philco's refusal to accept the challenges and risks inherent in any advance in the industry is no better exemplified than in color television," NBC asserted. "Philco today is not engaged in the commercial manufacture of color television receivers. While Philco boasted and promised, RCA delivered."

Reciting the claims and promises concerning color television that Philco made in its annual reports of 1952 through 1956, the NBC reply summed them up as "a willingness to let others pioneer for the purpose of capitalizing on their progress."

The reckless nature of the Philco charges is indicated by its claim that it was coerced into selling WPTZ (now WRCV-TV) to Westinghouse in 1953 for a price substantially less than the properties were worth, NBC pointed out. Actually the price of $8,500,000 was the highest paid up to that time for a television station, and as the parties to the sale then admitted, the $8,500,000

(more)

value was due largely to the network service which WPTZ received from NBC as an affiliated station. Philco had bought WPTZ and other assets in 1946 for less than $40,000. In its 1953 report to stockholders, Philco itself stated that it realized a "substantial profit" from the sale, and in a sworn statement filed that year with the FCC, it said that the sale illustrated "the classic functioning of a willing buyer and a willing seller."

The FCC was urged by NBC to consider among other questions why Philco, now complaining of practices which have existed for many years and are followed by the entire industry -- including Philco itself when it owned WPTZ -- never before filed a protest against the numerous licenses and renewals previously granted NBC.

NBC pointed out that the protest procedure which Philco is invoking is available only to "parties in interest" who compete directly with the licensee and can show that they are threatened with direct competitive injury if the license is granted or renewed. NBC stated that Philco does not compete directly or indirectly with WRCV-TV, does not even claim to compete with NBC in any way, and therefore has no standing to protest the renewal of WRCV-TV's license.

The Philco protest completely fails to specify facts which would justify a hearing on the WRCV-TV license, the NBC statement pointed out. For example, the existence of pending litigation brought by Philco and others against RCA or NBC, and the network operations which are being studied by the FCC in other proceedings, do not raise any genuine issues for the FCC's consideration on a license renewal.

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NBC-New York, 8/26/57

NBC TRADE NEWS
A SERVICE OF RCA

August 26, 1957

PAN AMERICAN WORLD AIRWAYS SIGNS FOR FULL SPONSORSHIP
OF 'MEET THE PRESS' ON NBC-TV

Pan American World Airways, Inc., has signed for full sponsorship of MEET THE PRESS, NBC-TV's news-making series, it was announced jointly today by Willis G. Lipscomb, Vice President in charge of Traffic and Sales for Pan American, and William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Pan American order, calling for 39-week sponsorship of "Meet the Press" effective Jan. 5, will mark the fourth season the advertiser has been associated with the program. In previous seasons Pan American has been only an alternate-week sponsor of the series.

Produced by Lawrence E. Spivak, who also acts as a permanent panel member, the program -- telecast Sundays, 6 p.m., NYT -- has consistently produced news breaks of national and international significance. Its long roster of guests has included notables representative of almost every field or profession, from politics to

(more)

religion to atomic science, including Vice President Richard M. Nixon, the late Alben Barkley, Secretary of State John F. Dulles, Adlai E. Stevenson, Mrs. Eleanor Roosevelt, former British Prime Minister Anthony Eden, former French Premier Mollet, the Rev. Billy Graham, philosopher Bertrand Russel, poet Robert Frost, Adm. Lewis Strauss. Its many citations include the George Foster Peabody Award, the Ohio State Award, the Sylvania Award, the Variety Show Management Award, the TV Guide Award, the Freedoms Foundation Honor Medal, the Look Magazine Award and American Weekly Award. Ned Brooks is moderator of the show.

The J. Walter Thompson Company is the advertising agency for Pan American World Airways, Inc.

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NBC-New York, 8/26/57

NBC TRADE NEWS

August 26, 1957

NBC-TV'S "THE PEOPLE'S CHOICE," STARRING JACKIE COOPER AND FEATURING PATRICIA BRESLIN, STARTS FALL-WINTER SERIES THURSDAY, OCT. 3

THE PEOPLE'S CHOICE, starring Jackie Cooper and featuring Patricia Breslin goes into its third year on NBC-TV with the start of its Fall-Winter series Thursday, Oct. 3 (NBC-TV, 9-9:30 p.m., NYT).

The popular romantic comedy series is sponsored by The Borden Company and American Home Foods. Young and Rubicam, Inc., is the agency for both advertisers.

On the premiere telecast, Sock Miller (Jackie Cooper) and Mandy Peoples (Pat Breslin), after keeping their marriage a secret for nearly a year, finally break the news to Mandy's father, Mayor Peoples (Paul Maxey). Sock passes his bar examination, and he and Mandy brace themselves for a blast from the mayor. Before they can disclose the secret marriage, Mandy's father announces he has planned a big wedding for the couple with mayors from several foreign countries expecting invitations.

(more)

How the new barrister saves face for the mayor and still sidesteps the embarrassment of a second marriage demonstrates tactical ability worthy of either of the great Blackstones -- the lawyer or the magician.

Included in the cast are Margaret Irving as Aunt Gus, Dick Wesson as Rollo, George Chandler as Clay Hunnicutt, and the beloved basset hound Cleo.

Cooper himself directs the show which was created by Irving Brecher. W.J. Rosenberg is producer and Frank Gill and G. Carleton Brown are associate producers.

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NBC-New York, 8/26/57

CREDITS FOR "THE PEOPLE'S CHOICE" ON NBC-TV

TIME:	NBC-TV, Thursdays, 9-9:30 p.m., NYT. Fall-Winter series starts Oct. 3.
ORIGINAL STARTING DATE:	Oct. 6, 1955.
STAR:	Jackie Cooper.
FEATURED PLAYER:	Patricia Breslin.
CAST:	Margaret Irving, Paul Maxey, Dick Wesson and Cleo (the basset hound).
CREATOR:	Irving Brecher.
PRODUCER:	E.J. Rosenberg.
DIRECTOR:	Jackie Cooper.
ASSOCIATE PRODUCERS:	Frank Gill Jr. and G. Carleton Brown.
WRITERS:	Two teams: Frank Gill Jr. and G. Carleton Brown; Bob Fisher and Alan Lipscott.
DIRECTOR OF PHOTOGRAPHY:	Phillip Tannura.
SUPERVISING EDITOR:	Stanley Frazer, A.C.E.
EDITOR:	Edward Mann, A.C.E.
MUSIC DIRECTOR:	Lou Kosloff.
ART DIRECTOR:	Stephen Goosson.
SPONSORS:	The Borden Company and American Home Foods.
AGENCY:	Young and Rubicam, Inc., (for both sponsors).
ORIGINATION:	Filmed at McCadden Productions for NBC-TV.
NBC PRESS CONTACT:	Kay Mulvihill, Hollywood, Bob LeDonne, New York.

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NBC-New York, 8/26/57

SPONSORS ORDER NEW ADVERTISING CAMPAIGNS ON NBC-TV DAYTIME SHOWS

The Drackett Company and Park and Tilford have ordered new advertising campaigns on five NBC-TV daytime programs, and the Church and Dwight Co. Inc., has renewed its advertising schedule on a sixth program, all totaling $1,500,000 in gross sales, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The Drackett order is for 13 weeks. It calls for the advertiser to sponsor the first quarter-hour segment of "Tic Tac Dough" (Monday through Friday, 12 noon-12:30 p.m., NYT) on alternate Wednesdays; the second 15-minute segment of "The Price Is Right" (Monday through Friday, 11-11:30 p.m., NYT) and the first 15-minute segment of "It Could Be You" (Monday through Friday, 12:30-1 p.m., NYT) on alternate Fridays, and the second quarter-hour of "Bride and Groom" (Monday through Friday, 2:30-3 p.m., NYT) on alternate Wednesdays and alternate Fridays. The Wednesday sponsorships will start Sept. 11, and the Friday sponsorships will begin Sept. 20. In addition, Drackett has ordered two participations weekly on "Today" (Monday through Friday, 7-10 a.m., NYT), also over a 13-week period.

Park and Tilford, for its Toiletries and Tintex Divisions, will sponsor the first quarter-hour segment of "Queen for a Day" (Monday through Friday, 4-4:45 p.m., NYT) on alternate Wednesdays over a 52-week period starting Sept. 25.

(more)

2 - New Advertising Campaigns

Church and Dwight has renewed its sponsorship of "Tic Tac Dough" on alternate Mondays from 12-12:15 p.m. (NYT) for 26 weeks effective Oct. 21.

Young and Rubicam, Inc., is the advertising agency for the Drackett Company. Grant Advertising, Inc., is the agency for Park and Tilford. The J. Walter Thompson Company represents the Church and Dwight Co., Inc.

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NBC-New York, 8/26/57

NBC COLOR TELEVISION NEWS

TV COLOR STATIONS IN U.S. TOTAL 278

The number of television stations in the United States able to broadcast in color was 278 as of July 1, according to estimates released today by the National Broadcasting Company's Planning and Research Department.

These 278 stations, 143 of which are affiliated with NBC-TV, represent an industry increase of 21 stations since Jan. 1.

The 143 NBC-TV stations serve areas which include 38,520,000 television homes, or 96.3 per cent of all television homes in the U.S. The 143 NBC-TV affiliates now equipped to broadcast network color programs represent more than a 25 per cent increase over a year ago, and the total is expected to increase to 147 by Oct. 1, 1957, to 152 by Jan. 1, 1958, and to 154 by July 1, 1958.

Currently there are 47 NBC affiliates capable of originating local film programs in color and 21 which can originate live programs in color.

NBC recently announced that its color television schedule for the 1957-58 season will be launched at a level of 67 per cent above the start of the previous season. There will be 250 hours of color programming for the fourth quarter of 1957. The schedule, including daytime, will provide an average of more than two hours of color daily and will frequently offer from three to four hours of color during a single afternoon and evening.

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NBC-New York, 8/26/57

PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

CREDIT SHEET FOR NBC RADIO'S "MY TRUE STORY"

PROGRAM:	MY TRUE STORY
TIME:	NBC Radio, Monday through Friday, 10:05 to 10:30 a.m., EDT (starting Sept. 2, 1957)
FORMAT:	Daily dramatization of true-to-life personal problems. A complete story each day based on material from Macfadden magazines.
PRODUCER:	Ted Lloyd
DIRECTOR:	Ken MacGregor
ANNOUNCER:	Ed Herlihy
WRITER:	Margaret E. Sangster
ORGANIST:	Rosa Rio
SPONSORS:	Participating
ORIGINATION:	NBC Studios, New York City.
NBC PRESS CONTACT:	Al Busse -- New York City.

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NBC-New York, 8/26/57

NBC RADIO NEWS

NBC'S DOROTHY CULBERTSON TO REPRESENT U.S. TV-RADIO INDUSTRY AT BELGIUM CONFERENCE ON THE NORTH ATLANTIC COMMUNITY

Dorothy Culbertson of NBC's Public Affairs Department will represent the U.S. TV-radio broadcasting industry at the Conference on the North Atlantic Community to be held at Bruges, Belgium, Sept. 8-16.

Mrs. Culbertson was the producer of the world geography program series for the Educational Television Project undertaken this year by NBC and the Educational Television and Radio Center, at Ann Arbor, Mich.

The conference, sponsored jointly by the College of Europe and the University of Pennsylvania, is designed to bring together 90 to 100 leaders from Western Europe, the U.S. and Canada to consider the cultural and intellectual issues facing the Atlantic Community. Among the U.S. representatives will be James Reston, of the New York Times; Mrs. Oswald B. Lord, U.S. representative to the UN; Dr. Harry D. Gideonse, President of Brooklyn College; Thomas Finletter, former U.S. Secretary of Air, and Elmo Roper, public opinion sampling expert.

Mrs. Culbertson will fly to Belgium Aug. 31.

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NBC-New York, 8/26/57

NBC TRADE NEWS

August 27, 1957

'SABER OF LONDON,' DETECTIVE-ADVENTURE SERIES, WILL START SEPT. 13 ON NBC-TV

SABER OF LONDON, the mystery-suspense series highlighting the adventures of private eye Mark Saber, will start on NBC-TV Friday, Sept. 13 (7:30-8 p.m., EDT). Donald Gray will star in the title role and Neil McCallum will play his able assistant Pete Paulson.

The weekly series will be sponsored by Sterling Drugs, through Dancer-Fitzgerald-Sample, Inc.

Exploits of the indomitable British sleuth will be filmed in London and surrounding townships. Familiar tourist attractions and out-of-the-way sections of the city will be seen as background for much of the action of the stories. The premiere episode, titled "The Captain and the Killers," will find the one-armed Saber teaming up with an old sea captain to solve a murder.

Gray, with an impressive list of credits in British movies, is fast becoming well-known to the American television audience for his portrayal of the resourceful Saber. He played the detective's role in the earlier series "The Vise," and "Detective's Diary."

Harry Lee Danziger and Edward J. Danziger are producers of the new series.

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CREDITS FOR 'SABER OF LONDON' ON NBC-TV

TIME:	Fridays, 7:30-8 p.m., EDT
PREMIERE DATE:	Sept. 13, 1957
STAR:	Donald Gray
FORMAT:	Mystery series with Donald Gray as private detective Mark Saber, filmed in London and surrounding townships.
PRODUCERS:	Harry Lee Danziger and Edward J. Danziger.
DIRECTORS:	Various
SCRIPTS BY:	Various writers
SPONSOR:	Sterling Drugs
AGENCY:	Dancer-Fitzgerald-Sample, Inc.
NBC PRESS REPRESENTATIVE:	George Norford, New York.

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NBC-New York, 8/27/57

NBC COLOR TELEVISION NEWS

August 27, 1957

'MY FRIEND FLICKA' COLOR SERIES TO START SEPT. 22 ON NBC-TV

MY FRIEND FLICKA, the tender story of a boy's love for his horse, will be presented on NBC-TV in a filmed color series starting Sept. 22 (6:30-7 p.m., EDT, Sundays).

Eleven-year-old Johnny Washbrook stars in the series with Gene Evans and Anita Louise, who portray his parents. The episodes are based on the well-known book by Mary O'Hara.

Set in the Montana ranch country around the turn of the century, "My Friend Flicka" concerns the McLaughlin family. Rob (Gene Evans), the father, is a pioneer who has carved his livelihood through hard work. Nell (Anita Louise), his wife, has shared his tribulations and brought a sensible charm to their home. The relationship among the three members of the family and Ken's (Johnny Washbrook's) love for Flicka is the main theme of the weekly stories.

(more)

For red-haired, freckle-faced Johnny Washbrook, the "Flicka" starring role is his first big U.S. part. A Canadian, Johnny had previously appeared in many radio and TV shows in his own country. He has since been signed to a long-term movie contract.

Anita Louise, well-known actress, returns to acting in the TV series. After her marriage to producer Buddy Adler, Anita retired from movies. Now the mother of two children, she is undertaking some TV work, with "Flicka" her first starring role.

Gene Evans has considerable experience in theatrical and movie work. Frank Ferguson plays ranchhand Gus -- a featured role in the series.

"My Friend Flicka" is a TCF Television Productions, Inc. film. Irving Asher was the executive producer.

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NBC-New York, 8/27/57

NBC COLOR TELEVISION NEWS

TYRONE POWER WILL BE HOST OF ALL-STAR COLORCAST MARKING 75TH ANNIVERSARY OF STANDARD OIL COMPANY (NEW JERSEY)

Tyrone Power has been signed to serve as host of the all-star 75th anniversary celebration of the Standard Oil Company (New Jersey) to be colorcast over NBC-TV Sunday, Oct. 13 (9-10:30 p.m., NYT).

It will mark a rare television appearance for Power. He will participate in the entertainment in addition to presiding as host of the 90-minute show.

Power is the latest top name to be signed for the show. Included in the guest list, so far, are June Allyson, Marge and Gower Champion, Jimmy Durante, Brandon de Wilde, Bert Lahr, Eddie Mayehoff, Jane Powell, Kay Starr and Kay Thompson.

The show also will feature a special animated cartoon, "Energetically Yours," created by British caricaturist Ronald Searle.

NBC-New York, 8/27/57

CREDITS FOR 'THIS IS YOUR LIFE' ON NBC-TV

PROGRAM:	THIS IS YOUR LIFE.
TIME:	NBC-TV, Wednesdays, 10 p.m., NYT. (First show in 1957-58 series Sept. 25.)
STAR:	Ralph Edwards, host and creator of show.
PRODUCER:	Axel Gruenberg.
DIRECTOR:	Dick Gottlieb.
FORMAT:	Biographies of famous persons and ordinary citizens who have led worthwhile lives, re-created through the anecdotes of their friends and family.
WRITERS:	Paul Phillips and Mort Lewis.
RESEARCH STAFF:	Don Malmberg, Jan Boehme Miller and Alice Keyser Armbruster.
PRODUCTION ASSISTANT:	Janet Tighe.
POINT OF ORIGINATION:	Hollywood, Calif.
ORIGINAL STARTING DATE:	NBC Radio - Nov. 14, 1948; NBC-TV, Oct. 1, 1952.
THEME SONG:	"This Is Your Life" by Alexander Laszlo.
SPONSOR:	Procter and Gamble Company.
ADVERTISING AGENCY:	Compton Advertising, Inc.
PRESS CONTACT:	Ted Switzer, Hollywood; Betty Lanigan, New York.

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NBC-New York, 8/27/57

NBC TRADE NEWS

MAIL COUNT NEAR HALF MILLION MARK IN FIRST SIX DAYS OF HOME-VIEWER PARTICIPATION IN 'TREASURE HUNT'

The mail count for the first six days of home-viewer participation in TREASURE HUNT (NBC-TV, Mondays through Fridays, 10:30 a.m., EDT) is almost a half million -- and going strong.

Home viewers have been invited to send in their guesses for the lucky number Treasure Chest among 30 chests shown on stage. This one contains cash, all the others have merchandise. If the on-stage contestants do not hit on the lucky number, emcee Jan Murray invites a member of the studio audience to pick one of the entries from home viewers. If that coincides with the Treasure Chest number, the home viewer receives the cash.

Murray announces the contest rules daily during the telecast of "Treasure Hunt."

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NBC-New York, 8/27/57

CREDITS FOR NBC-TV'S "THE JANE WYMAN SHOW"

TIME:	Thursdays, 10:30-11 p.m., NYT.
STARTING DATE:	Sept. 26, 1957.
HOSTESS AND OCCASIONAL STAR:	Jane Wyman.
FORMAT:	Stories of suspense, mystery and adventure featuring stars of stage, screen and television.
PRODUCER:	Eva Wolas.
DIRECTORS:	Various.
WRITERS:	Various.
THEME MUSIC:	"Jane Wyman Main Title Theme" by Stanley Wilson.
EDITORIAL SUPERVISOR:	Richard G. Wray, A.C.E.
FILM EDITOR:	Daniel A. Nathan, A.C.E.
MUSIC SUPERVISOR:	Stanley Wilson.
SPONSORS:	Quaker Oats through Needham, Louis and Brorby advertising agency; and Hazel Bishop through Raymond Spector, Inc., agency.
NBC PRESS REPRESENTATIVES:	Bob Bowen, Hollywood; Walter Kempley, New York.

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NBC-New York, 8/27/57

LYONS AND ARBUCKLE APPOINTMENTS ANNOUNCED

Appointment of Fred Lyons as Manager, Eastern Radio Spot Sales, and Richard Arbuckle as Central Division Sales Manager for Radio was announced today by George S. Dietrich, Director of NBC Radio Spot Sales.

Mr. Lyons was formerly Central Division Manager of Radio Spot Sales. He was named to that position in July, 1956, after service as a salesman for NBC Radio Spot Sales since 1951.

Mr. Arbuckle, who will make his headquarters in Chicago as Central Division Sales Manager for Radio, was previously an NBC Spot Sales Radio salesman in New York.

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PHIL BODWELL JOINS 'CLUB 60' AS A DIRECTOR

Phil Bodwell of NBC, Chicago, has joined the production staff of NBC-TV's CLUB 60 as a director. He will direct the daily musical-variety colorcast each Tuesday and Thursday. Dave Barnhizer, director of "Club 60" since it began last February, will continue to direct the show on Monday, Wednesday and Friday.

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NBC-New York, 8/27/57

NBC COLOR TELEVISION NEWS

August 28, 1957

MARC CONNELLY WILL ADAPT HIS GREAT HIT, "THE GREEN PASTURES," FOR SEASON'S COLORCAST PREMIERE OF "HALLMARK HALL OF FAME"

HALLMARK HALL OF FAME will present Marc Connelly's adaptation of his Pulitzer Prize "fable play," "The Green Pastures," as the premiere production of its new Fall season on NBC-TV Thursday, Oct. 17 (9:30-11 p.m., EDT, in color and black and white).

There will be an all-Negro cast of 60, headed by William Warfield as De Lawd, Eddie "Rochester" Anderson as Noah and Cab Calloway as the King of Babylon. Other stars in major roles will be cast within the next few days.

The play was suggested by Roark Bradford's Southern Sketches, "Ol' Man Adam an' His Chillun," and is a child's interpretation of Biblical events. It was produced in New York Feb. 26, 1930. The play was a long-run hit with 640 performances in the original New York run, five years on tour, revivals in 1935 and 1951, and a movie version in 1936 with Anderson in the same role he will play on television.

It received the Pulitzer Award for 1929-30 and was selected as one of the 10 best plays of the year by Burns Mantle, who wrote, "Once or twice in the lifetime of every playgoer there occurs an

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adventure such as that of the first performance of 'The Green Pastures.'....The definite success of the first night was repeated with each succeeding performance until 'The Green Pastures' became the talk of the city in all its sections....for those who have experienced the fullest reaction from it, there is no extravagance in the description....by a critic....as 'The Divine Comedy' of our modern theatre.'"

Connelly has done his own adaptations of the play for each presentation on stage and screen, as well as for this TV version.

Mildred Freed Alberg is executive producer of "Hallmark Hall of Fame," with George Schaefer as producer-director, Robert Hartung as associate producer, Noel Taylor as costume designer and Trew Hocker as set designer.

"Hallmark Hall of Fame" is sponsored by Hallmark Cards, Inc., through Foote, Cone and Belding, advertising agency.

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NBC-New York, 8/28/57

'WIDE WIDE WORLD' WILL MARK A LIVE TV 'FIRST' WITH VISIT TO CLOSELY GUARDED U.S. MILITARY AND RESEARCH CENTERS

Live television will move for the first time into some of the nation's most closely guarded military and research centers when WIDE WIDE WORLD tells the story of "The Challenge of Space."

"We're out to tell the story of man's efforts to propel objects and people to distances far above the earth," says Herbert Sussan, who will produce the program. "Even more, we'll introduce a whole new breed of men who are answering the challenge of space."

"Wide Wide World," which is sponsored by General Motors and supervised by executive producer Barry Wood, will present "The Challenge of Space" Sunday, Sept. 15 (NBC-TV, 4-5:30 p.m., EDT) as its opening show of the season. Mr. Sussan said the program will cover the story from the earliest attempts to conquer space down to the current earth satellite and ballistics missile projects. The cameras, he said, will transport viewers:

To the Air Force Flight Test Center at Edwards, Cal., where "we will see the experimental rocket planes and meet the men who have flown them faster and higher than any human beings in history."

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To Rocketdyne at Santa Susana, Cal., "to watch test runs of thundering rocket engines and talk with the men who are now training to fly into the fringes of space."

To the Army Ballistics Missile Agency center at Huntsville, Ala., where "we will see giant missiles assembled and fired, their thousands of pounds of thrust held in place by massive test stands."

To the Aero-Medical Center of the Wright Air Development Center at Dayton, Ohio, "to watch flyers undergo the rigors of plus-gravity, explosive decompression, deceleration, violent spin and searing heat."

To the Vanguard Computing Center in Washington, D.C. where "we will see a preview of the launching of the earth satellite and trace its flight around the earth."

Three of the program's five major pickups will be television "firsts," Mr. Sussan said. The "Wide Wide World" cameras will be the first live TV cameras ever permitted inside the highly-restricted centers at Edwards, Santa Susana and Huntsville.

The program, he said, will be "more than just a story of new machines -- we will get to know the new breed of men who are dedicating their lives to meet the challenge of space." Among those who will appear on the program are:

Capt. Iven Kincholoe, Jr., who has flown the X-2 rocket plane faster and higher than any other living flyer.

Scott Crossfield, who is waiting to fly the top-secret X-15 blueprinted to go higher and faster than any manned vehicle ever flown toward space.

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Dr. Werhner von Braun, director of operations at the ABMA center in Huntsville, who will discuss his revolutionary plans for a "space station."

Dr. John Hagen, director of Project Vanguard, charged with placing the first man-made satellite in its orbit around the earth.

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NBC-New York, 8/28/57

NBC TRADE NEWS
A SERVICE OF RCA

August 28, 1957

TALENT SCOUTS EXPLORE WEST TO ROUND UP SPARRING PARTNERS FOR GROUCHO MARX IN NEW 'YOU BET YOUR LIFE' SEASON

Two talent scouts have been scouring the West all Summer to round up agile sparring partners for Groucho Marx when he returns to the quiz ring for his 11th season of YOU BET YOUR LIFE Thursday, Sept. 26 (NBC-TV, 8 p.m., NYT).

John Guedel, producer of the consistently-high-rated show, comments: "We're leaving no cactus unturned to get the sharpest possible contestants to trade quips with Groucho. If they have a story to tell, the ability to tell it, and if we can find them in the first place, they'll be popping up on our show as the season unfolds."

The scouts, Ed Mills and Rich Hall, devoted several days to the week-long "Frontier Days" celebration in Cheyenne, Wyo., casing possible candidates. They sighted and invited such rangeland personalities as a champion girl trick rider, an all-around cowboy champion, "Miss Colorado" in this year's Miss America contest, the Mayor of Cheyenne -- and they would like the Governor of Wyoming on that list, too. Currently they're combing the annual Five State Fair at Liberal, Kans., and the Los Angeles County Fair at Pomona, Cal.

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Also returning for his 11th season is George Fenneman, Groucho's favorite target. Jack Meakin and his orchestra will be on hand, as usual.

After a quiet Summer in the swamps of Hollywood, television's only bespectacled duck will be ready once more to fly down with $50 bills for contestants who say the evening's "sacred word." And the carnival wheel has been oiled up again to give contestants a chance to increase the size of their possible jackpots five-fold.

Returning also are the alternate sponsors of "You Bet Your Life." They are the De Soto Division, Chrsyler Corp., through Batten, Barton, Durstine and Osborn advertising agency; and the Toni Company for Prom Home Permanents, through the North Advertising Agency, Inc.

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NBC-New York, 8/28/57

NBC COLOR TELEVISION NEWS

CREDITS FOR 'THE JERRY LEWIS SHOW' COLORCASTS ON NBC

PROGRAM:	THE JERRY LEWIS SHOW
TIME:	NBC-TV, on six different dates, the first of which will be Tuesday, Nov. 5 (9 p.m., EDT). All will be hour-long colorcasts.
STAR:	Jerry Lewis
FORMAT:	Comedy-variety show with guests.
PRODUCER:	Ernest Glucksman
DIRECTOR:	Jack Shea
CHOREOGRAPHER:	Nick Castle
MUSICAL DIRECTOR:	Walter Scharf
POINT OF ORIGINATION:	Burbank, Calif.
SPONSOR:	The Oldsmobile Division of General Motors
AGENCY:	D.P. Brother Company
PRESS CONTACT:	Joe Bleeden, Hollywood; Betty Lanigan, New York.

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NBC-New York, 8/28/57

CREDITS FOR 'PEOPLE ARE FUNNY' ON NBC-TV

PROGRAM:	PEOPLE ARE FUNNY
TIME:	NBC-TV, Saturdays, 7:30 p.m., EDT
RETURN DATE:	Saturday, Sept. 14, 1957
STAR:	Art Linkletter
FORMAT:	Audience-participation, comedy stunt show.
PRODUCER:	John Guedel
DIRECTOR:	Irv Atkins
PROGRAM MANAGER:	Walter Guedel
IDEAS BY:	Lou Schor, Mannie Manheim, Jack Houston.
DIRECTOR OF PHOTOGRAPHY:	Alan Stensvold, A.S.C.
ANNOUNCER:	Pat McGeehan
THEME SONG:	"People Are Funny," by Bill Bates.
SPONSORS:	The Toni Company for New Even-Waving Toni, Adorn Hair Spray, Deep Magic, Tonette (through North Advertising Inc.); White Rain (through Tatham-Laird, Inc.); Reynolds Tobacco Co. for Salem Cigarettes through William Esty Co. Inc.; Paper Mate Pen Co. (through Foote, Cone and Belding).
POINT OF ORIGINATION:	Linkletter Playhouse, Hollywood, Calif.
ORIGINAL STARTING DATE:	Sept. 19, 1954.
NBC PRESS REPRESENTATIVES:	Norm Frisch, Hollywood; Betty Lanigan, New York.

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NBC-New York, 8/28/57

CREDITS FOR NIGHTTIME "THE PRICE IS RIGHT" IN COLOR ON NBC-TV

TIME:	NBC-TV, 7:30 p.m., EDT, Mondays in color. (Note: Daytime series of "The Price Is Right" show in black and white will continue at 11 a.m., EDT, Monday through Friday.)
STARTING DATE:	Sept. 23, 1957.
STAR:	Bill Cullen, Host.
FORMAT:	Same as popular daytime show except that prizes and Home Showcase will be more expensive. Panel of two men and two women will try to guess price of items displayed. Nearest guess, without exceeding actual price, wins the item. Home Showcase items will be displayed three successive Monday nights. Home-viewers will send in postcard estimating total price. Winner will be announced on fourth Monday.
PACKAGER:	Goodson-Todman
PRODUCER:	Robert Stewart

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2 - Credits for 'The Price Is Right' Nighttime Show

DIRECTOR:	Paul Alter
ASSOCIATE PRODUCERS:	Beth Hollinger and Barbara Olsan
UNIT MANAGER:	Paul Jacobson
ANNOUNCER:	Don Pardo
SET DESIGNER:	Hjalmar Hermanson
ORIGINATION:	Colonial Theatre, New York.
NBC PRESS REPRESENTATIVE:	Joe Mehan, New York
THEME SONG:	"Sixth Finger Tune"

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NBC-New York, 8/28/57

NBC TRADE NEWS

'PEOPLE ARE FUNNY' TO BEGIN 16TH RADIO SEASON

PEOPLE ARE FUNNY, the comedy stunt show, will return for its 16th consecutive radio season Wednesday, Sept. 18 (NBC Radio, 8:05 p.m., EDT), with Art Linkletter as master of revels.

The program, produced by John Guedel, will continue the Univac feature which met with such success this past season. In this feature the cards of marriage-minded single people who might make good matches are fed into the "electronic brain" and the Univac selects the cards of those who would be most compatible. Introductions will be performed on the program and the couples will be given an opportunity to get to know each other better by working as a team in program games with high cash prizes as the object.

In a new version of an old parlor game, "Link-a-letter," contestants will take turns adding letters while trying to avoid making a complete word.

The radio program will be sponsored on a participating basis.

The televised version of "People Are Funny" is presented on NBC-TV Saturdays (7:30 p.m., EDT).

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NBC-New York, 8/28/57

NBC TRADE NEWS
A SERVICE OF RCA

August 30, 1957

EXECUTIVES OF NBC TV AND RADIO AFFILIATES TO HOLD 3-DAY MEETING IN NEW YORK

Executives of television and radio stations affiliated with the National Broadcasting Company will hold a three-day meeting at New York's Waldorf-Astoria Hotel on Sept. 11, 12 and 13.

The television affiliates' agenda calls for an optional television stations workshop on Wednesday, Sept. 11, NBC-TV Affiliates Executive Committee election of officers on Thursday, Sept. 12, a general meeting with officials of the network and a special luncheon on Friday, Sept. 13.

The radio affiliates' agenda includes a closed session Thursday, Sept. 12, with election of new membership to the NBC Radio Affiliates Executive Committee, followed by a joint meeting with executives of the NBC Radio Network.

Present officers and members of the NBC-TV Affiliates Executive Committee are Walter J. Damm, Chairman and Vice President and General Manager of WTMJ-TV, Milwaukee; Lawrence H. Rogers, Vice Chairman and Vice President and General Manager of WSAZ-TV, Huntington, W. Va.; Edwin K. Wheeler, Secretary-Treasurer and General Manager of WWJ-TV, Detroit; Ewing C. Kelly, President and General Manager of

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KCRA-TV, Sacramento, Calif.; Ralph Evans, Executive Vice President, WOC-TV, Davenport, Iowa; John H. de Witt, President of WSM, Nashville, Tenn.; Harold Essex, Vice President and General Manager, WSJA-TV, Winston-Salem, N.C.; and Joe H. Bryant, President of KCBD-TV, Lubbock, Texas.

The NBC Radio Affiliates Executive Committee is composed of George W. Harvey, Chairman and Vice President and General Manager of WFLA, Tampa; David M. Baltimore, President and General Manager of WBRE, Wilkes-Barre, Pa.; Harold Grams, Program Director, KSD, St. Louis; Harold Hough, Director, WBAP, Ft. Worth, Tex.; G. Bennett Larson, President and General Manager of KDYL, Salt Lake City; Richard H. Mason, President and General Manager, WPTF, Raleigh, N.C.; J. Leonard Reinsch, Managing Director, WSB, Atlanta; William H. Rines, General Manager WCSH, Portland, Me.; and George Wagner, Vice President KFI, Los Angeles.

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NBC-New York, 9/30/57

NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE

Sept. 8-14 (All Times EDT)

Sunday, Sept. 8

9-10 p.m. -- GOODYEAR PLAYHOUSE -- "The House," with J.C. Flippen, Hope Emerson and Mark Richman.

Monday, Sept. 9

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Adjustable Mr. Willing."

7:30-8 p.m. -- THE ADVENTURES OF SIR LANCELOT -- Starring William Russell (Repeat film). (PLEASE NOTE: THIS IS AN ADDITION TO THE SEPTEMBER COLOR SCHEDULE.)

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray. Guests tonight are Farley Granger, Jack Carter, Ben Blue and Paul Winchell.

Tuesday, Sept. 10

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Freedom Comes Later."

Wednesday, Sept. 11

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "In the Fog."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Old Ticker" starring Glenda Farrell, Paul Hartman and Sam Levene.

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2 - NBC Color Telecast Schedule

Thursday, Sept. 12

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Son of 37 Fathers."

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson. (PLEASE NOTE: THIS IS AN ADDITION TO SEPTEMBER COLOR SCHEDULE.)

10-11 p.m. -- LUX VIDEO THEATRE -- "The Last Act," starring Jack Cassidy, Lilia Skala,Veola Vonn, Abraham Sofaer and Liam Sullivan with Charles Meredith, Tom Brown and Naomi Stevens.

Friday, Sept. 13

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Hand-Me-Down."

Saturday, Sept. 14

8-9 p.m. THE PERRY COMO SHOW -- Perry returns for his third season. Guests tonight are Ginger Rogers, George Sanders and Lou Carter.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

PLEASE ADD TO SEPTEMBER COLOR SCHEDULE:

TIC TAC DOUGH (7:30-8 p.m.) Starting Sept. 12 and each Thursday thereafter.

THE PRICE IS RIGHT (7:30-8 p.m.) Starting Sept. 23 and each Monday thereafter.

THE ADVENTURES OF SIR LANCELOT (7:30-8 p.m.) Monday, Sept. 16.

"MAURICE CHEVALIER'S PARIS" (4-5 p.m.) Sunday, Sept. 22 (Repeat).

"NAVY MEN" (5-5:30 p.m.) Sunday, Sept. 22.

LIVE INTERVIEW-IN-DEPTH WITH SECRETARY DULLES TO MARK PREMIERE OF MARTIN AGRONSKY'S "LOOK HERE!" SERIES

FOR RELEASE TUESDAY, SEPT. 3

Secretary of State John Foster Dulles will be the subject of a live half-hour conversational interview-in-depth to be conducted by Martin Agronsky when LOOK HERE! has its premiere on NBC Television Sunday, Sept. 15 (3:30-4 p.m., EDT). The interview with Dulles, which will be non-political, will originate in Washington, D.C.

Agronsky, a Peabody Award-winning NBC reporter-commentator, will be the regular interviewer on the new live weekly program, one of a varied group of new public interest shows being developed by Henry Salomon, Director of Special Projects for the NBC Television network. Robert D. Graff is producing "Look Here!"

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NOTE TO EDITORS:

The NBC Daily News Report will not be issued on Labor Day, Monday, Sept. 2. Publication will resume on Tuesday, Sept. 3.

Future subjects-for-interview -- one a week -- will come from all walks of life: the arts and sciences, sports, entertainment, business, government. "My intention," Agronsky said, "is to talk with people whom the public is interested in and who would, in my opinion, have something thought-provoking and worthwhile to contribute: in short, the people who matter in our time."

Agronsky said he was "deeply honored and gratified" to have Secretary Dulles inaugurate "Look Here!" on Sept. 15. "I can think of no better auspices under which to make my debut in a venture that I intend shall establish a new and responsible concept of TV journalism," Agronsky said.

Of his intended approach in the Dulles interview, he said: "What I want to get, as honestly as I know how, is as profound and faithful an image of John Foster Dulles as is possible in the allotted time.

"I feel a facet of Mr. Dulles' career that is of great human interest is that he is said to have wanted always to be Secretary of State. That any American ambitious for high position in public life should set his sights on the Presidency is completely understandable and even ordinary. But that a man should have always wanted to be Secretary of State is unique. Why Secretary of State? What is there in Mr. Dulles that rendered this office his constant goal? What is his concept of public service? Does he see the conduct of foreign policy as the most important facet of government today? Why? What does a man feel who lives always with the knowledge

(more)

that his own decisions, his advice to the President in the area of foreign policy, can truly shake the world.

"Because Mr. Dulles is Secretary of State, with all that this implies, and is a prominent Christian layman as well, I would want to probe the wellsprings of his personal philosophy. For example, I'd like to discuss the ethic that has guided and shaped his life."

Each of the "Look Here!" interviews will be telecast direct from the subject's home or from another location significant in terms of character or career.

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NBC-New York, 8/30/57

NBC OFFERS 'ALCOA HOUR' HIGHWAY SAFETY DRAMA, 'NO LICENSE TO KILL,' TO NON-AFFILIATED CONNECTICUT STATIONS AS PUBLIC SERVICE

The National Broadcasting Company has offered the highway safety drama, "No License to Kill," to non-affiliated television stations in Connecticut as a public service.

Timed by THE ALCOA HOUR to be colorcast Sunday, Sept. 1 (9-10 p.m., EDT), for the Labor Day weekend, the drama will be narrated by Governor Abraham A. Ribicoff of Connecticut. "No License to Kill" is the dramatization of a fatal auto crash on Connecticut's Merritt Parkway, and how newly developed tests coupled with skillful State police investigation are employed to pinpoint the blame.

The drama was originally presented on "The Alcoa Hour" Sunday, Feb. 3, 1957, and was hailed by critics, organizations and government officials, including Gov. Ribicoff, as a powerful plea for safety on the highways.

The teleplay written by Alvin Boretz, will be repeated "live" and in color Sept. 1, starring Eddie Albert, Maureen Stapleton, Cathleen Nesbitt and Robert Strauss.

NBC sent telegrams to stations in Bridgeport, Hartford, New Haven and Waterbury advising them of the availability of the program. It will be carried by NBC's local affiliate WNBC in West Hartford, Conn.

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NBC-New York, 8/30/57